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# ANUFACTURING CONFECTIONER



extends to you the Season's Greetings





# MANUFACTURING CONFECTIONER

Vol. XIV

DECEMBER, 1934

No. 12

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Statements and opinions offered in this magazine are not necessarily indorsed by the Editors and Advisory Liditors or by the publishing organisation with which they are affiliated. The author who signs an article assumes full responsibility for the statements which it contains.



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Published Monthly. Subscription Price \$3.00 Annually. Copyrighted 1934 by The Manufacturing Confectioner Publishing Co., Inc.



# ESSENTIAL OILS and Kindred Products

#### OIL PEPPERMINT PRIME NATURAL

Single Distilled

#### OIL PEPPERMINT "GOLDENMINT"

of extra smoothness, for confections and chewing gum

#### OIL PEPPERMINT "PRISMENTHA"

Redistilled USP

#### OIL PEPPERMINT "DIAMOND WHITE"

U S P, twice rectified, of extra sweetness

#### OIL PEPPERMINT "SUPERMENTHA"

Multiple Rectified, imparting most delicate and refined peppermint flavor obtained.

COMPARE YOUR PEPPERMINT flavor with the flavors of competing products. If yours is not equal to the best, consult us.

# DODGE AND OLCOTT COMPANY 180 Varick Street New York City

"The integrity of the house is reflected in the quality of its products." Copyright 1930

#### INDEX TO

# THE MANUFACTURING CONFECTIONER'S Approved Advertising of

## Confectioners' Machinery and Supplies

## and Miscellaneous Advertising Directed to MANUFACTURING CONFECTIONERS

#### MACHINERY AND EQUIPMENT

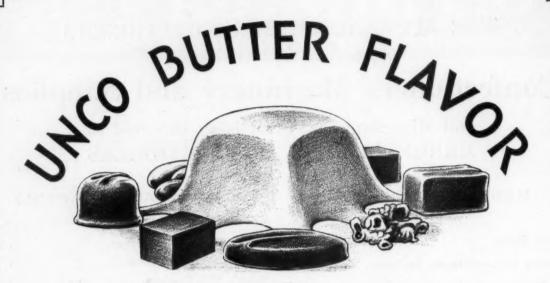
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Union Used & Rebuilt Mchy12-13	Convertit
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Unco Butter Flavor 6	Dobeckmun Transparent Packages

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in The Manufacturing Confectioner are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

Ungerer Essential Oils.....



#### THE TRUE BUTTER EFFECT

UNCO BUTTER FLAVOR is unsurpassed for its richness and flavor character and develops in the finished product a delicious true-butter effect.

The use of UNCO BUTTER FLAVOR assures economy and uniformity as it is entirely synthetic, thereby eliminating the flavor changes sometimes encountered by the use of natural materials in confections, icings and pastries.

Thorough tests in confections and baked goods as well as in actual preparations of shortenings and oleomargarines indicate the superiority of UNCO BUTTER FLAVOR.

We suggest its use in shortenings, oleomargarines and liquid butter substitutes in the proportions of 2 to 3 ounces to 100 pounds of fat or oil base.

\$17.00 gallon

\$2.50 pint

Working Sample Submitted on Request.

## UNGERER & CO.

13-15 West 20th Street

NEW YORK

# "Consider

## THESE THREE THINGS\*

"When buying a milk coating for pan work



"CONFECTIONERS looking for the finest milk coating there is for pan work should first see that the milk coating is each of these three things:

"1. A chocolate that will not cause sticking together or bunching of the centers when it is first applied.

"2. A chocolate that always permits development of a very high gloss at the end of the panning operation.

"3. And, because panned goods require a very high percentage of coating, a chocolate that has flavor and smoothness.

"That's what Somerset Milk Coating is. It answers every one of these requirements to the letter, for it was developed especially for pan work by our staff of experts and for no other purpose. Just as every Walter Baker coating is developed to do a specific job.

"Convince yourself that Somerset Milk Coating is everything we say it is for pan work by writing today for your free sample of this fine milk chocolate. You'll agree it's perfect for pan work."



Dr. Henry L. Borg, Director of Baker Technical Service, shown at his desk in Dorchester, with a ten-pound bar of Somerset Milk Coating.

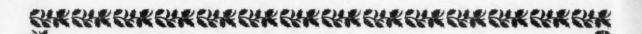
### FREE!

"I've been making high-grade candies for several years," writes an Illinois confectioner, "and I'm always glad to have all the up-to-date information I can get. So will you please send me a copy of The Confectioner's Handbook?" Why don't you, too, take advantage of the up-to-date information in this valuable booklet? Write for your free copy today. Just use the coupon.



WALTER BAKER & CO., INC.

WALTER BAK	ER & CO., INC. MC 7-34
Dorchester, Mas	is.
Please send me a for pan work.	free sample of Somerset Milk Coating
	means I would also like a free copy of Handbook.
Name	130/24
Сотрану	
Address	
City	State
	eral Foods, Ltd., Toronto 2, Ontario.)





## Season's Greetings



MOST cherished among the gifts bestowed by the passing year is the memory of the pleasant relations with those whom we have been privileged to serve, so it is most sincerely that we wish you a Merry Christmas and a Happy New Year.

**公太公太公太公太公太公太公太公太公太公太**公太公太



MERCKENS CHOCOLATE COMPANY, INC. BUFFALO, N. Y.

BRANCHES

NEW YORK: 25 W. Broadway BOSTON: 131 State St. LOS ANGELES: 1807 E. Ninth St. CHICAGO: Handler & Merckens, Inc., 180 West Washington St.



# ATLAS GENUINE FRUIT EXTRACTS SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

An EXTRACT which will add a superior quality to your CONFECTIONS

\*

H. KOHNSTAMM & CO., INC.

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

First Producers of Certified Colors

hard candies taste as good as they look



The shape, the color, the packaging, all are important in selling hard candies. But whether the customer returns to buy again depends upon the taste. When the taste is supplied by Fritzbro Hard Candy Flavors the results always please. Fritzbro flavors are true to nature . . . highly concentrated . . . strong enough to withstand high temperatures and prolonged drying. They're designed for QUALITY . . . priced for volume. Fifty different flavors to choose from . . . all authentic . . . all one price.

Send for special circular of complete list.

"A FLAVOR FOR EVERY PURPOSE"

## FRITZSCHE

164 SO. CENTRAL AVENUE, LOS ANGELES, CAL FRITZSCHE BROTHERS OF CANADA, LTD. 77-79 JARVIS STREET, TORONTO, CANADA

Brothers, inc.

78-84 BEEKMAN STREET NEW YORK, N.Y. 118 WEST OHIO ST., CHICAGO, ILL.



We extend the Season's Greetings to our many patrons and friends, and wish all a Merry Christmas and a Happy, Prosperous New Year.

# CORN SYRUP

ANHEUSER-BUSCH ' ST. LOUIS, U. S. A.

There is the the second that the second the

For tender PECTIN jellies



Try this easier, quicker way to make better jellies. Tender, firm, sparkling and brilliant—jellies that can be taken from the starch in six hours!

SPEAS MFG.CO. KANSAS CITY, MO.

### FREE Sample COUPON

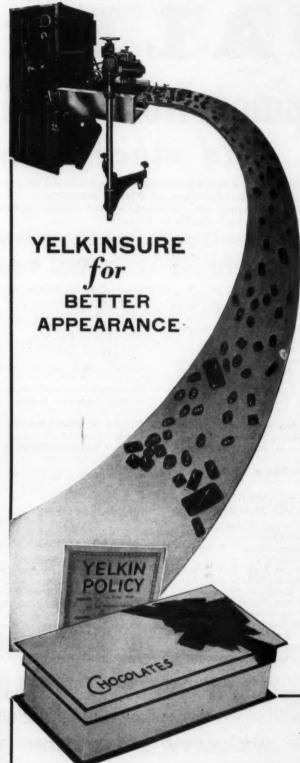
SPEAS MFG. CO., Kansas City, Mo.

It's O. K. to send me a FREE sample of CONFECTO-JEL which, I understand, is ready to use at any time—nothing to add. Give me full information on this powdered apple pectin and on how it increases profits.

Name .....

Firm .....

Address .....



# YELKIN

THE STANDARDIZED LECITHIN

#### ADDS SALES PROMPTING **APPEARANCE** TO CHOCOLATES

With Yelkin in your chocolate coatings, you are sure of chocolates that have that rich, glossy; all-appealing finish that means so much to candy buyers.

Yelkin also insures better eating quality—a fuller, truer flavoring - chocolates which are more satisfying to one's palate.

> There are other advantages to Yelkin-Controlled Coverage, Lower Coating Temperatures, Uniformity, Easier Handling, Ruggedness, etc.-which our Service Department will be glad to demonstrate upon request. Write us.

OTHER ROSS & ROWE SPECIALTIES

OROCCO

PLACTO The Plastic Milk

FRIES FLAVORS
The Standard 5or Quality

ROSS & ROWE, INC.

SOLE DISTRIBUTORS

75 VARICK STREET

**NEW YORK** 

CHICAGO OFFICE

WRIGLEY BLDG.

# FOR SALE Machinery and Equipment from O.T. S

and other recent

This is an excellent opportunity to improve and modernize your plant with latest types of efficient equipment.

We are offering this equipment at low prices, representing savings to you of 50% to 75%.



32" Greer Coater with Automatic Feeder, Bottomer, Automatic Tem-perature Control and Long Cooler

32" National Equipment Coater, directly motor driven, including Cooling Tunnel and Packing Table.

Springfield 24" Enrobers, complete with Cooler and Packer.

Woolf Peanut Coater.

16" Enrobers, including Automatic Feeders, Bottomers, Decorator, Strokers, and Cooling Tunnels.

150- to 2,000-lb. Chocolate Melters, National, Racine.

Bausman Coating Disc with kettles. Package Machinery, Bar Wrappers. Foil Wrapping Machine.

York 5- to 20-ton Refrigerating Machines.

Chocolate Dipping Tables.

#### CARAMEL AND NOUGAT MACHINERY

Ideal Caramel Wrappers, Senior Model, all sizes.

Ideal Junior Caramel Wrappers-%" size.

Ferguson and Haas Boat Wrapper

for packaging caramels. National Equipment, 50-gal. capacity,

Single Action, Tilting Kettles. National Equipment, Double Action, Tilting Kettles, for nougat, 50-gal.

Sp'gfield Automatic Nougat Cutter. Mills Reversible Sizer.

Mills Caramel Cutter, two-way.

#### WRITE OR WIRE

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#### MOULDING MACHINERY

N. E. Steel Mogul, automatic. Wood Moguls, type A.

Huhn Continuous Starch Dryer with Cleaner.

Union Starch Dryer with Automatic Cleaner.

Wood Starch Trays on dollies.

National Equipment Simplex Starch Bucks-steel and wood.

National Equipment No. 2 Depositor. Hand Printer:

National Equipment Special Cream Wafer Depositor with long drying

Merrow Cut Roll Machine.

Friend Hand Roll Machines—Dread-naught and Model E.

Allis Chalmers Cleaner.

#### CREAM DEPARTMENT

Hohberger Cream Machine.

Werner and National 600-lb. and 1,000-lb. Syrup Coolers with premelting kettles and Cream Beater.

National Equipment, E. B. 50-gal., Cream Breakers.

Werner Cream Breaker.

4-5-7-ft. Ball Cream Beaters.

5-ft. Racine, Plow Type, Cream

CABLE ADDRESS:



The Above is only a partial list of

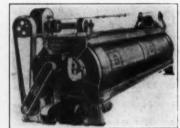
HAVE EVERYTHING IN

WRITE OR WIRE COLLECT

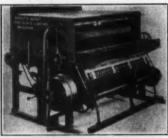
## ON CONFECTION

THE MANUFACTURING CONFECTIONER





Huhn Dryer



Woolf Peanut Coater



**Battery of 4 Bausman Coating Discs** 

We pay cash for single machines or entire plants.

# PIECEMEAL STACY CO., Rochester, N. Y.

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SS:

Every machine will be shipped from our New York plant, rebuilt in our shops and covered by our regular guarantee to be mechanically perfect and against defective parts for the period of one year.

COLLECT FOR PRICES AND INFORMATION

#### MAKE IMMEDIATE DELIVERIES

### Special Offerings

32" Greer Coater, with Automatic Feeder, Bottomer, Automatic Temperature Control and Long Cooler and Packer.

32" National Equipment Coater, directly motor driven, including Cooling Tunnel and Packing Table.

Huhn Continuous Starch Dryer with Cleaner.

Package Machinery Company Sucker Wrapping Machine.

Forgrove Hard Candy Twist End Wrappers for Cellophane.

Hohberger Continuous Automatic Cream Cooler and Beater.

riend Dreadnaught Hand Roll Machine. Hildreth Double Arm Pulling Machine. Racine Model M Die Pop Machine.

Woolf Peanut Coater, complete, 621/2"

Bausman Battery Combination of four Disc Machines, with pre-melting kettles.

5,000 lb. capacity, Horizontal, Jacketed. Chocolate Mixer.

1,000 lb. Double Arm, Jacketed Paste Mixer, power tilting.

#### HARD CANDY MACHINERY

National Equipment Continuous Cooker, complete with kettles.

Complete Gaebel Continuous Automatic Plastic Outfit, with all chains. Simplex Steam and Gas Vacuum Cookers.

Vacuum Pans, 200 to 1,000 lbs. cap. Racine Model M Die Pop Machine. Hildreth, Form 6, Double Arm, Pulling Machine, motor driven. Steel Top, Water-cooled Tables, sizes

3 x 8, 3 x 6, and 4 x 5. Forgrove Hard Candy Wrapper,

Twisted Ends, Cellophane. Model K Kiss Cutters and Wrappers. Rose Toffee Wrappers, Twist Ends. Mills Drop Machine, with rollers. York Batch Roller.

Mills Batch Spinners. Werner Ball Cutting Machine. Simplex Plastic Press with Dies. Racine Automatic Sucker Machine. Package Machinery Stick Wrapper. Racine Continuous Cutters. Gas Furnaces.

#### MARSHMALLOW **MACHINERY**

Marshmallow Beaters, National, Savage, Werner. Hobart, Read, 80-quart Marshmallow

#### HANDY CHOCOLATE **EOUIPMENT**

"Plant Still Set Up." -

Bausman Battery Combination of four

Disc Machines, with Kettles. Lehman 5-Roll Refiner, motor driven. Lehman, 3200-lb. cap. close coupled Conges, type 400 A, motor driven.

Bausman Liquor Process Machines. National, 36" Triple Mills.

Lehman, late style, Crackers and Fanners, type DS 88, double.

Burns Cocoa Bean Cleaner. Burns Coal Roaster.

Lehman Dust Cleaner.

Lehman Germ Separator. National, 6 ft. Melangeurs.

National, 9 ft. Chasers.

National 10-lb. Weighing Machine. Natl. Plain and Nut Bar Depositors. National Shaking Tables.

National Cold Box.

Lehman Cold Boxes, single and double deck.

4 pot Conges, Lehman and National. National 3 and 5 Roll Refiners. 500 lb. to 2000 lb. Chocolate Melters.

Woodburn & O'Neil Sugar Mills. Bar Wrappers, all sizes.

Anderson Expeller, Roller Bearing type, motor driven.

Lehman, 12-pot, Coeoa Press. Carey Cocoa Presses, late style. Lehman, fully automatic, Cocoa Powder Outfit.

Send us full details of machinery you wish to dispose of.

### PRICES ARE VERY LOW!

machinery which we have for sale from recent liquidations.

CANDY AND CHOCOLATE MACHINERY

FOR PRICES AND DETAILS

CHINERY CO., INC.

318-322 LAFAYETTE ST., NEW YORK CITY

CONFECMACH



## OFF THE PRESS

#### PARTIAL LIST OF CLASSIFICATIONS

**Bar Goods** Bon Bons **Breath Tablets** Butter Scotch Caramels **Chewing Gum** Chocolates in Bulk Chocolate Covered Cherries **Chocolate Covered Nuts Chocolate Molded Goods** Chocolates in Pails Coconut Goods Cordials Cough Drops Cream Goods Dragees Fudge Work Glaced Fruits Gums and Jellies Hard Candies Kisses Licorice Lozenges Marshmallows Mints Nougats Nutmeats Packaged Goods Pan Work Penny Goods Popcorn Specialties Seasonal Specialties Suckers Sugar Wafer Work Taffy-Salt Water

### 1934-35 DIRECTORY OF CANDY MANUFACTURERS

The industry and its products at your finger tips! The 3rd Annual Classified Directory of Candy Manufacturers is just off the press. It lists commercial manufacturers who sell nationally or sectionally at wholesale; classified by types of candies they manufacture.

Over 300 changes—100 pages of authentic listings. The industry's only "Red Book" of manufacturers and their products. Each firm's name, address, distributing points, and territories served are indicated.

The Directory is proving indispensable as a reference for manufacturers, distributors, and allied industries. The revised edition, in foil cover, is finer than ever! Another accomplishment—involving a year's compilation at great expense—an invaluable service to industry by The Manufacturing Confectioner publications.

A limited number of copies are available.

#### ORDER YOURS NOW!

AVAILABLE

\$1.00 PER COPY

COLUMN CO

The CONFECTIONERY BUYER

Publishers of THE MANUFACTURING CONFECTIONER

1140 The Merchandise Mart :: :: Chicago, Ill.

Toffee

**Vending Machine Candies** 



# A Reminder!

BE SURE TO INCLUDE CANDY BUYERS' DIRECTORY IN YOUR ADVERTISING BUDGET FOR 19351

- No medium offers you as complete coverage of your market, over as long a period of time, for so little money\* . . . . . . . . . . . . . . .
- Write us to save your space for September, 1935

#### The CONFECTIONERY BUYER

Publishers of THE MANUFACTURING CONFECTIONER
1140 The Merchandise Mart :: :: Chicago, Ill.

\*In the hands of 8,000 wholesale candy buyers for a whole year—and only ONE advertising insertion to pay for!



# America's Lemon Oil Today's Greatest Value\*

1... Uniform!

Exchange Brand Lemon Oil is always uniform. Exclusive methods and large production permit the elimination of seasonal variations. The lemon flavor of your product remains the same month in, month out. 2...Genuine!

Exchange Brand Lemon Oil is Cold Pressed from rich California Lemons. No heat is applied in manufacture—there is no loss in valuable flavoring constituents. It retains the delicate aroma of the fresh cut lemon. 3... Clarified!

Exchange Brand Lemon Oil is the only CLARIFIED oil. All the unwanted substances which cause turbidity in extracts and impair flavor have been removed. It makes a crystal clear solution in 95% alcohol.

\* FOR ATTRACTIVE PRICES, WRITE OUR DISTRIBUTORS



Sold to the American market exclusively by

DODGE & OLCOTT COMPANY 180 Varick Street, New York City

FRITZSCHE BROTHERS, Inc. 78-84 Beekman Street, New York City

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, Calif-

Copr., 1934, Products Department, California Fruit Growers Exchange



LOLLYPOPS
TOFFEES
and Dobeckmun

Nuts, potato chips, novelties, textiles and food products of all kinds also enjoy remarkable sales increases in Dobeckmun Transparent Packages. Let Dobeckmun apply their experience and ability to help your product sell itself, too.

- In our advertisements we have illustrated outstanding and unusual packages produced for packers in many industries.
- We realize, however, that a picture often fails to capture the charm and beauty of the package, or to portray the rich quality of Cellophane printed by Dobeckmun.
- So that you can judge this quality and sales appeal at first hand, why not let us send you a few actual samples of transparent bags and wrappers—or permit us to design a package of Cellophane for your product alone?
- Dobeckmun offers you the three essential factors in transparent packaging—KNOWLEDGE—QUALITY and SERVICE—the result of wide experience in this highly specialized field.
- This service is complete from the production of plain and printed bags and envelopes, printed wrappers and roll stock—to the development of a complete merchandising program including recommendations for the size and shape of the unit, package design, methods of display and other points of the utmost importance to successful selling in Cellophane. The Dobeckmun Company, Cleveland, Ohio.

### DOBECKMUN

An organization devoted exclusively to the printing and fabrication of Cellophane — Printed Sheets — Printed Roll stocks — Plain and Printed Bags—Cigar Pouches—Laminated Stocks.

BRANCH OFFICES: New York, 11 W. 42nd St.; Chicago Merchandise Mart; Philadelphia, 1528 Walnut St.; Boston. 10 High St. REPRESENTATIVES: Baltimore, Dallas, Denner, Detroit, Des Moines, Houston, Kansas City, Little Rock, Los Angeles, Memphis, Minneapolis, Paoria, Pittsburgh, Portland (Ore.), Omaha, Red Lion (Pa.), Salt Lake City, San Antonio, San Francisco, St. Lonis, Syracuse and Tampa.

3301 MONROE AVENUE, CLEVELAND, OHIO

GEORGE H. WILLIAMSON Williamson Candy Co., Chicago



WILLIAM F. HEIDE Henry Heide, Inc., New York



W. E. BROCK Brock Candy Co., Chattanooga, Tenn.

## Who's Who in the Candy Industry

\* Fostering the Idea of Getting Better Acquainted with Prominent Members of the Industry

H IS movements are as incisive and as alert as his speech. From all indications he is a "natural" as a leader in affairs of men and business. He is tall, lithe, faultlessly groomed and he loves beef-stew—George H.
Williamson, President of the Williamson Candy Company, Chicago.

Born in Minneapolis some forty

odd years ago, in Chicago he ac-quired his education and started his business career. Worked 4 years in the circulation and advertising departments of a Hearst newspaper. Fu-ture appeared dubious so he switched to the candy brokerage business. In 1914 he opened a retail candy store on Madison street in Chicago,

store on Madison street in Chicago, and during five years manufactured all candy sold. Experimented and developed "Oh Henry."

In 1916, Mr. Williamson commenced selling his candy to the wholesale trade and in 1919 incorporated as the Williamson Candy Company. Ten years ago, George Williamson was delegated to guide the N. C. A.

PERSUADED last month to act as Chairman of the Committee on Standards of Quality, Weight, etc., a committee required by the Code, William F. Heide is the ideal person for this particular task, for he has concentrated on the subject of standards for many years—along with being one of the industry's outstanding leaders.

leaders.

Mr. Heide succeeded his father, the late Henry Heide, as head of Henry Heide, Inc., New York, and following in his father's footsteps has been vigorously active and influential in movements affecting the welfare of the candy industry. Particularly in the National Confectioners' Association and the Association of Chocolate and Confectionery Manufacturers of New York State, which he has served as York State, which he has served as President, and Chairman of numerous

"Bill" Heide has become the industry's most distinguished diplomat, representing the Association in countless trips to Washington on matters having to do with Federal legislation.

His efforts before the Appropria-

A GENTLEMAN from the South. Tall, over six feet in height, slender, grey haired, an appearance that belies his 37 years in the realm of business, the Hon. William E. Brock is one of the leading figures of the State of Tennessee. He is former Democratic Senator from that State (1931-'33), and has been in the candy industry for 25 years. He has candy industry for 25 years. He has retained his interest in affairs of the State and is in close touch with the

present administration.

Long active in the N. C. A., Senator Brock was a member of the Experience of ecutive Committee in 1921-'22 and

educational campaign. Served as aseducational campaign. Served as as-sociation vice-president in '25, '26. '27. Mr. Williamson is now ably serving his second term as President of the National Confectioners' Asso-ciation, and is Chairman the Code Authority for Candy Manufacturing Industry.

Has given practically his entire time for nearly two years to performance of these industry services, into which he plunged when the Code was but a nebulous idea.

Until recently Mr. Williamson was Chairman of the Rotary Club's Crippled Children Committee. Be-sides the Rotary Club, he is a mem-ber of Lake Shore Athletic Club, Bob-O-Link, and Westmoreland clubs. Spends his summer vacation at Four

Seasons' Club, Wisconsin. Has a winter home at Gulfport, Miss, Swim-ming is his favorite pastime. He lives in Winnetka, Ill. The Williamsons have a daughter, Ann Marie, eleven years old.

tions and Finance Committee of Con-gress, made possible the confectionery surveys done by the Commerce Dept. In 1932, as head of Tax Committee,

he was largely responsible for limit-ing candy excise tax to 2 per cent. Not content, Mr. Heide again threw his derby into the Excise Tax ring in '33 and '34. The Excise Tax was abolished, but he lost his derby hat. It turned up ceremoniously, however, at the last N. C. A. Convention, transformed from black into shining, resplendent gold!

Mr. Heide also worked for revision of the Tugwell Bill.
Associated with him in the Heide firm are his three brothers: Julius A., Vice-Pres., Herman L., Treas., and Henry, Jr., Sec.

William F. Heide has spent 35 years in this industry; served apprenticeship in Europe; in 1897 joined his father who had started as jobber in 1869; later became Vice-Pres. and General Manager. Also succeeded his father as director of the Emigrant Industrial Savings Bank, New York.

'32-'33. He served as Vice-President in 1923 and now again holds that

Valuable to the industry with his political experience, he was a member of that memorable Legislative Com-mittee which won the fight for re-moval of the Excise Tax last spring. Senator Brock is one of the ten men selected to administer the Code for Candy Manufacturers. On Code Au-thority, he represents Dist. 7 of Class A.

Senator Brock is president of the Brock Candy Co., which he founded (Turn to page 43)



#### This Issue

HIS issue of The MANUFACTURING CONFEC-TIONER is dedicated to the interests of sales executives of the industry and their representatives who are getting together in their annual conferences during the holiday season.

While discussions are also included for other members of the manufacturers' organization, a definite emphasis has been made upon subjects of a timely nature. The timeliness of ideas and information presented to the industry is, we believe, as important as the subject matter itself.

We therefore trust that the discussions devoted to the various angles of sales, for the consideration of the selling organization, and the articles on machinery, plant equipment and inventory for the production force, will contain both timely and profitable helps which may stimulate desirable results during the coming year.

#### Unprofitable Transactions

NY transaction that is unprofitable is a good one not to repeat, remarked a candy factory manager the other day. He was referring to the lack of accurate knowledge of costs, characteristic of many manufacturers, and their consequent tendency to sell merchandise without adequate profit.

"When you are making goods and it is 'going over' successfully—perhaps beyond your fondest hopes—you should get out your pencil again and check up on your costs to see if you are giving your stuff away," he continued.

Presumably, a manufacturer knows in advance what his costs will be on a new item. But this shrewd manufacturer insists that there is always a reason why a piece is selling well: either quality or price, perhaps both. In either case is the value given in proper proportion to the price received? A check-up in such cases is by all means in order.

The cause of bankruptcy among smaller manufacturers is commonly due—not to insufficient capital but—to their persistent practice of "giving their merchandise away."

Many a larger firm, too, has long indulged in the practice. More than one company head declares—and believes—his costs are lower than they are in actuality. This is proven when cost studies are made or when comparisons are made with other firms operating on a sound cost system.

The cost interchange bureau proposed by the N. C. A. and the study of elements of cost to be made under the Code should be immeasurably valuable in helping all manufacturers establish more accurate cost systems, especially now when profit margins are narrow at best.

The program of this publication is based upon the platform of "Adequate Profits for Manufacturing Confectioners." Because of its soundness, we pass it on for individual plant consideration.

#### 1934 in Review

GLANCE over the past year and a look to the future should give even the most skeptical member of the industry cause to have confidence in the improved conditions which are on the wing.

A year ago the industry was still in the stage of Code preparation. Today its administration is under way. Within the past year the Candy Excise Tax has been eliminated.

The economic tide, ebbing for four years, is coming in again. There is a definite upswing in sales. Comparative figures for the first 10 months show this year to be 15.2 per cent ahead of last year. Per capita consumption has increased a half pound.

Higher priced candies are selling again, and the price and profit trends are upward.

#### Seasons Greetings!

out the confectionery, chocolate, and supply industries we express our sincere Greetings and Best Wishes for the Holiday Season.

To all, may the New Year bring enhanced initiative, a cooperative spirit, and the well-earned fruits of efforts expended.

# Review of Industry Conditions Points to Better Prospects for 1935

★ "The Code has given us the opportunity for meeting and self-regulation. It is now the responsibility of each member to come forward, accept the responsibility, and work for the resulting benefits," says Mr. Williamson in statement to The Manufacturing Confectioner.

#### Better Organization Outlook for Next Year

By GEORGE H. WILLIAMSON
President, N. C. A. and Chairman Code Authority

N opinion as to the prospects for the candy industry next year must include consideration of the prospects soon for better organization of the members of the industry.

There is evidence that most members now have a sincere desire to join with their competitors for consideration of their mutual problems. Those who have met are already encouraged by the fact that the others seem willing to go more than half-way to bring order out of the chaos of the last few years: If self control and patience is exercised by many, and particularly by the leaders, orderly conditions can be brought about, but it will take time and there will be many disappointments.

The Code has given us the opportunity for meeting and self-regulation. It is now the responsibility of each member to come forward, accept the responsibility, and work for the resulting benefits.

There is no reason why the industry, as a whole, and the alert intelligent members should not make great progress in 1935. Sales volume is good, but rumor, ignogrance and suspicion have burdened the industry with prices which would soon result in an unhappy monopoly by the few, if continued. Filed prices can stop rumor. Ignorance can be dispelled by steps now being taken to secure facts and present them to all. Suspicion can be reduced to a minimum by meetings, rapid means of communication and organization.

Ninety per cent of the manufacturers and wholesalers of this industry want organization today. The other ten per cent need not count if the ninety will persist in their determination to organize, to meet and to regulate the industry wisely, fairly and unceasingly.

Under such conditions, there can be no question as to the future—if we will work for it.

#### Sees Increasing Respect Among Competitors

By W. C. DICKMEYER

Pres., Wayne Candies; Member N. C. A. Exec. Committee

HE most promising thing for the future in the candy business is the fact that under the NRA the men in the industry are showing a disposition to get together and eliminate the practices which, up to now, have diluted their profits. I believe that there is an increasing respect among competitors.

After all, there is but one purpose for being in business and that is to make a profit. The desire for profit is universal.

The mania for volume without profit also seems to be abating and men are beginning to recognize that every pound of goods they turn out should carry its proportionate share of the total, reasonable profit.

Making a profit makes for sound sleep, health, energy and good citizenship.

If the government and business will work together for sensible cooperation among competitors, looking to the elimination of destructive practices, industry will be able to further increase wages and increase the spending power of the nation. None of us is concerned about the rate of wages so long as the rate is applied universally.

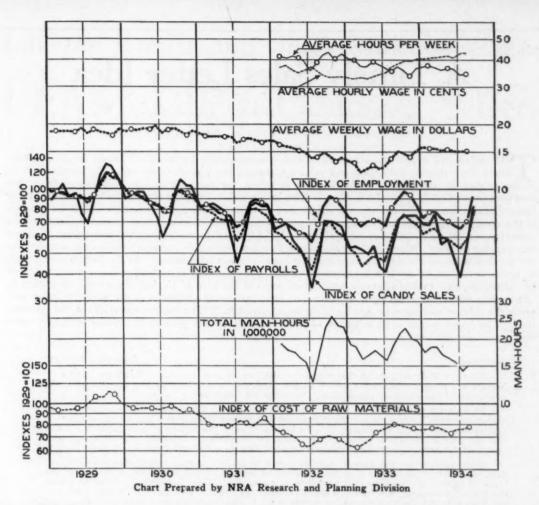
We must continually keep these ideals before our membership. If we do, we shall see very substantial prosperity in the candy industry.

#### "Confidence":

#### Sales Manager Daugherty's Keynote

"WE have faith in 1935, as we have had in the past. We approach next year with confidence."

—J. Howard Daugherty, Sales Manager, Charles N. Miller Co., Boston, Mass.



### Trends in the Candy Manufacturing Industry

ECENT trends in the candy manufacturing industry are shown in the above chart, as far as the available data permit. The accompanying information was released November 19 through the NRA.

A good picture of the average hours and earnings of labor is given by the three Bureau of Labor Statistics series in the upper section of the chart. The data on average hours worked per week and average hourly wages are available back only through 1932. Average hourly wages reached their low point in early 1933 and since then have been climbing steadily to the high point for the period shown in August of this year. Since late 1932 the average hours worked per week have been drifting downward, although they seem to have leveled off during the past 6 months, and in August were very slightly above the low point in November, 1933.

Average weekly wages were remarkably stable in the four or five years preceding the slow decline beginning in late 1930. At the end of this decline in March, 1933, weekly wages averaged about \$12 per week. From this low point, weekly wages increased —most of the increase occurring between July and September, 1933—to what has since turned out to be a rather stable level around \$15. This is approximately 19 per cent below 1929 levels and should be contrasted with the greater than 20 per cent decline in the cost of living.

September employment this year, although about 16 per cent below September, 1929, was the greatest in any September since 1930. During the past year or so employment seems to have been fluctuating seasonally around a level about 20 per cent below 1929 or at about the 1931 level. This is approximately 10 per cent above the 1932 level, although total man-hours were slightly below the 1932 level. The increase in the level of employment was to a large extent a result of the decline in average hours worked.

Total pay rolls in September of this year were at the highest point since October, 1931, and less than two points below September, 1931, although still about 27 per cent below September, 1929. In terms of purchasing power, however, total pay rolls are only about 8 per cent below September, 1929.

(Turn to page 57)

### A Timely Sales Letter Idea

Manufacturer Aids Jobbers in Post-Holiday Collections with a Special Sales Feature

THE sales and credit departments of this manufacturer have joined hands in giving their jobbers a valuable collection and sales suggestion for post-holiday use. They suggest that, if the jobber is not already following the practice, he concentrate on collections from his retailers immediately after the holidays. The letter points out that the jobber's customers have money at this time. Collections are easier and in cases where there is not enough to go around, if the candy supplier is on hand he will get his payment. It is well known that many retailers experience a let-down in sales right after the holidays and at the same time are trying to move any surplus of stock. Many jobbers therefore do not permit their salesmen to carry a sample case for the first week or ten days in January, but provide them with statements for collection instead. In order, however, to obviate the impression that the salesman is calling solely for the purpose of collection, this manufacturer's executives suggest the idea of having some attractive item to offer aside from the usual line. It offers an opportunity of obtaining some new business and gives the jobber and retailer a sales stimulating feature. This manufacturer offers the suitable item. The letter below is an example of good strategy on the part of the manufacturer's sales and credit department.

Gentlemen:

December 24, 193...

Here's a little suggestion that may prove helpful to you in your collections. Some jobbers are already following a policy of this kind, and it may be that you are one who takes advantage of the situation immediately following the holidays.

Right after the Christmas season, retailers everywhere have money, if they have it at all during the year, because of increased business just before Christmas. Jobbers generally realize how futile it is to attempt to sell candy until after the 15th or 20th of January. It seems that not only are consumers "fed up" on candy, but retailers are somewhat the same way about it and do not want to buy until whatever surplus they have on hand from the holidays is moved.

Wise jobbers do not permit their salesmen to carry a sample case during the first ten days of January, but instead give them a sheaf of statements and send them out to call on the trade to collect, and perhaps visit a little with customers. This arrangement helps to clear the decks for securing new business and, of course, the jobbers who are alert in this way are the ones who get their money in cases where the retailer does not have enough to go around. This is just a thought that we would like to pass on to you, in the event that you have not been following the practice.

Some salesmen are a little timid about starting out on a trip that is confined entirely to collections. As a rule, salesmen shy from talking money matters with their customers for fear of getting into a discussion that may hinder their securing future business. As a suggestion for eliminating the thought on the part of the retailer that the salesman is calling purely for the purpose of collection, it is a good idea to have some attractive proposition to offer aside from the usual line.

In casting about for a proposition of this kind, we thought of our . . . . Deal which is unusually attractive, and it is something that will in no way be affected by the fact that the retailer and his trade are "fed up" on candy. It is an exceptionally fine deal consisting of . . .

It is not hard to see how attractive this proposition is to youngsters. . . . A box of this deal will sell in no time, and the sample box to be carried by the salesman on his collection trip will do most of the selling for him. Almost without exception, where this deal has been presented to the jobbers their first comment on seeing it is: "That will sell."

The deal is well worth your consideration, from the standpoint of building future business on this item, as well as a means of eliminating the impression that your salesman has called merely to collect. The retailer will appreciate it.

If the collection suggestion appeals to you, why not order enough of these deals to take care of your needs, and have them on hand for your salesmen's use by the time they are ready to start work after the holidays?

Very truly yours,

..... Company

Credit Manager

P. S. The price on . . . . is. . . . a box, F.O.B. . . . , freight allowed, terms the same as on . . .

This month is sales planning time for the coming year. Meetings are being held by manufacturer's sales managers with their representatives who are called in from their territories. It's the season for idea planning and staff coordination.

# How the Credit and Sales Managers Should TEAM UP for Customer Selection

By JAMES J. MULLINS

ISTENING in on discussions of the credit manager's problems tends frequently to build up the impression (1) that his function is limited to the reduction of uncollectible accounts to the minimum, and (2) that his objective is, in the nature of things, in conflict with that of the sales manager.

Of course neither of these inferences is true, but there is much in our *practice* to support them.

We may pass quickly over the untenable suggestion that the most efficient credit man is the one whose company's bad debt loss ratio is lowest. Few, if any, would question the possibility of a too conservative administration of credit for balance in a sound distribution plan.

The scope of the credit manager's function is more important, however, than his control of bad debt losses.

Too often the credit manager's responsibility is limited to a fair percentage of right answers to the question, "Will this dealer probably pay for this order if it is shipped?" If the answer is, "Yes," it carries a further responsibility of making the collection without annihilating the customer's good will.

As a guide to his decision he seeks information as to the prospective customer's resources, recent paying habits, and any unfavorable incident of record.

Such facts form a very narrow basis for judging the desirability of the dealer as a distributor of the company's goods. Assuming one or two references showing that he is paying promptly; that his financial statement stands all ratio tests; that there is no record of bankruptcy or suspicious fires; it is *more* significant to know the direction in which the dealer is traveling—or is likely to travel—than simply the position he is in at the moment.

He may pay for the present order, but how about the much larger total two or three years hence? There is wisdom in getting away from the sole question, "Can he pay for this bill of goods?" Perhaps you can afford to take a chance with him. He may be the best distributor in that territory and with your assistance may develop into a valuable account with extensive distribution in a section where your representation needs strengthening. On the other hand the question arises as to whether he is good enough to warrant your taking chances with him.

What of his business experience? What of his natural ability? What of his character and judgment? How does he employ his experience, ability and judgment? Is his performance in accordance with the smartness you have a right to expect of him? What percentage of his working capital is he supplying and how much is he doing business on the capital of the manufacturers from whom he is buying?

Is his organization adequate for the distribution service that he attempts? To attract volume, does he rely on prices below those which his efficient competitors have found necessary for profitable operation? Will this additional outlet increase the manufacturer's total distribution in his territory?

Many of these questions are ultimately for the sales manager. This need not, however, prevent the cooperation of the two departments in the collection and evaluation of the facts.

Although the company organization chart may show a separate line of responsibility for the sales department and the treasury, this does not forbid the exchange of confidences between them. If at times some sales managers are inclined to regard their company's credit man as "narrow minded," may it not be the result of narrow vision of the problem from undue emphasis on bad debt losses?

The bad debts will take care of themselves if the two departments team up for customer selection with eyes on the long term. In spite of sales quotas and end-of-the-year "charge offs," both the sales manager and credit manager are seeking the maximum profitable distribution. There is no conflict of objectives.

#### N. C. A. Prints "A Food Law Primer for Candy Manufacturers," by Walter C. Hughes

"A FOOD LAW PRIMER" for Candy Manufacturers, written by Walter C. Hughes, General Counsel, has just been published by the National Confectioners' Association and sent to its members.

It is compiled specifically for a reference guide to aid in conforming to the requirements of the Federal Pure Food Laws and Regulations.

Concise explanatory statements and interpretations are included, covering: Labeling, Net Weight Requirements, Preservatives, Standards for Chocolate Products, the State Foreign Corporation Laws, Depreciation and Obsolescence Rates, and other similar subjects.

# Modern Machinery and Candy Plant Equipment

By TALBOT CLENDENING

HE combining of science and mechanical engineering has contributed greatly to the advancement in recent years of the confectionery industry. It will have an even more important effect on the continuation of candy manufacturing if standardization of sweets is to be realized.

Standardization may mean much or nothing to the individual candy manufacturer. It all depends upon the character and size of his business. However, to this industry as a whole, standardization is something which we must face if we are to control the character of our goods in volume production. It is not sufficient to know that the ingredients alone are of standardized quality. We have to handle those ingredients and combine them into what we term "candy" to a predetermined standard in the finished piece. Here is where modern machinery enters the picture in no uncertain terms of importance.

#### Modern Equipment Steps Up Efficiency

But what do we mean by "modern machinery" and just how are we to know when a machine has passed its term of usefulness. This, too, is a problem which must be analyzed and solved by the needs of the individual plant or factory. There are certain candy manufacturers who have specialized in a particular type of candy and standard of quality. In these plants we find a production flow that is the result of applied engineering and the utilization of the latest type of production equipment. These plants keep a close check on production and immediately correct any unprofitable operations—even though it may mean scrapping certain items of equipment and replacing with later types of machinery.

There are other plants where selling price, meeting the lowest competition, rather than quality is the policy. Invariably such plants contain a mixture of machines with no definite relationship to quality production. While in other factories we find manufacturers striving to maintain a standard of quality and uniformity beyond the power of their out-dated equipment.

We all know that this situation exists and it would appear that a frank, unbiased discussion of candy \* No Need of a Confectionery Manufacturer Trailing Behind Today in Modern Production Methods.

equipment would benefit the industry as a whole. This brings us back to the individual plant where production requirements for that particular factory must be considered directly to enable us to select the right machines and locate them in a flow line of production for the greatest economy and efficiency.

If we would take a lesson from the experience of many concerns who have made a success of producing a quality product at a popular selling price and at a profit to themselves, we can safely say that generally speaking out-dated machines have no place in economic volume production.

In order to clarify this and to enable us to visualize what we mean by better machine design, we should look back and follow the progress of candy making as expressed in the advancement and refinement of candy machinery. Much credit is due the machinery manufacturers for the pioneering and research which they have done in the development of candy machinery.

#### The Craftsman Turns to Machines

A friend, who got his early training in the old time school of candy making and is today looked up to as an authority on candy problems, often laments the passing of the old candy craftsman. These former day candy makers could turn out a batch of candy on an open fire and work it by hand into a finished confection that was a delight to one's eye and palate. They made fine candies before we had automatically controlled machines and high-speed production, but "them days are gone forever."

There is much that might be said in favor of handmade goods produced by a finished craftsman. However, in this present day of mechanized living, the dexterity of craftsmanship is sorely lacking in most of us. Then, too, the broadening of sale scope, speedy transportation of goods to far flung markets and keener price competition have forced the manufacturer to a greater volume of business. This meant that he had

#### COMING NEXT MONTH

NEXT month we shall again feature a Superintendents' Number, a timely issue to start the new year and a logical one to follow this month's, which is devoted largely to the advancement of Sales, under direction of the Sales Manager and his department.

The Superintendents' Number will include discussions pertaining to production and management of the confectionery plant, in which all factory managers, superintendents, and practical men are invited to participate. (If you wish to contribute a thought, send it in before January 1.)

"Some Hints for Improving the Shelf-Life of Chocolates," will be discussed by Robert Whymper, international authority on cholocate.

Many other informative and valuable features will be included!—Editor.

to produce on a multiple basis and do it with certainty that all pieces would be of uniform character. Now, it would be expecting too much to believe that we could turn out the volume that some of our candy plants are doing—and rely entirely upon hand-work without the aid of modern machinery. There are not enough craftsmen for that nor could we produce economically enough to compete with present prices.

#### Machinery Manufacturers Have Kept Pace With Changing Conditions

There is evidence in many industries that the machinery manufacturers have visualized the need of advancement in machine design and have kept pace with changing conditions. This is true particularly of late years in the confectionery industry. Here we find that the equipment men have really combined science with mechanical engineering in producing machines capable of functioning with almost human dexterity.

A review of the evolution of some of these machines provides interesting reading. In many cases the machine has been developed and refined to reach the ability of producing hand-made quality and appearance in volume production.

It is really inspiring to follow the evolution of certain phases of candy making to the present highly developed machine production. We might fill this whole issue of The Manufacturing Confectioner if we were to do even partial justice to the great strides that have been made in all candy machinery during the past 30 to 35 years. However, we must hold our discussion to one or two operations of candy making at this time.

#### Evolution of Modern Cookers

Let's review the history of the cooker—going back to the days when an open kettle was all that the candy man needed to cook anything and everything. There was art to the cooking and it required keenness and experience to produce batch after batch of candy with any semblance of uniformity. The personal element was the governing factor and the candy maker a craftsman with pride in his ability.

Picture him there—painstakingly cooking his batch—perhaps 50 pounds—requiring often 45 minutes for finishing. Then his subsequent operations were sizing, spinning, cutting, etc., were all done by hand. It took skill and knowledge—a dexterity resulting from long experience to perform the candy maker's job with the equipment of those days.

But take the vision further and attempt to picture present day production schedules being maintained by hand-workers. There are not enough of them available and labor costs would be prohibitive.

But not all of these expert candy makers have passed out of the production of today. We find them heading production departments, supervising candy making by machinery. Their influence can be traced through all the progress of machinery improvement. You will find them in the engineering departments and sales organizations of the equipment firms. They have and are continually contributing to furthering candy to a more completely mechanized efficiency.

In startling contrast to the old open fire furnace is the present vacuum cooker, capable of turning out 200 to 250 pounds of fondant in 15 minutes—cooked and cooled in one operation ready for immediate beating. This production can be materially increased with the addition of a pre-cooking kettle. Then there are the continuous cookers which produce great volumes of fine quality candy in a practically uninterrupted flow of production—batch after batch of unvarying uniformity.

There are many features about the modern candy cookers that make them an economically sound investment. We can understand this more readily if we remember that our formulas are different—changed to meet a greater volume demand and broader scope of marketing. The chemist adding his knowledge of the chemical relationship and action of one ingredient with another has shown the practical man how to use one to check or correct the weakness of another. The introduction of invert sugar, invertase, dextrose and lecithin has resulted in candies that retain their freshness, tastiness and sales inviting appearance far beyond the length of time the old old-time candies would remain edible.

This combination of science and the practical has had a direct bearing on the development of the present day automatic cooker. It is now possible to measure our ingredients to formula specifications, put them in the cooker, turn on the heat and prepare the next batch without a thought of spoilage due to improper cooking. The modern cooker does it with the surety of the most expert candy making craftsman. Here is where we start standardization—controlling quality and costs.

Sometimes as we listen to machinery salesmen, we

wonder just how many of their claims are true. They can give you definite comparisons of cost which tend to show that old type machines actually are economically unsound as an investment and more expensive in production schedules than the latest models now available for practically all phases of candy making.

I have checked many of these cost representations against actual plan operations in a number of candy factories and found that there are other considerations besides the plain figures of cost reductions that make these statistical computations more interesting to the confectioner.

#### Heat Control for Batch Uniformity

One of the first essentials necessary to produce quality candies economically is a steam plant capable of maintaining the proper pressure continuously, so regulated by reducing valves as to furnish the actual cooking pressure and temperature necessary for best results when cooking the various candies.

Lack of proper pressure control and distribution may be the reason for some of our equipment being inadequate and inefficient. The manufacturers of temperature control apparatus can counsel you on outfitting your present equipment with automatic control and recording apparatus. Most of the newer machines are equipped with automatic control devices which insure batch uniformity and standardization.

#### Modern Equipment Saves Floor Space

The matter of floor space warrants careful consideration in many factories. A study of available floor space and the proper locating of machines may result in material saving of unnecessary handling and rehandling of the goods, eliminate congestion of traffic in the moving of goods from one operation to the next and speed up production generally.

Notable advancement has been made in the conservation and the great utilization of floor space by the introduction of automatic conveyor systems and turntables to change the flow of goods in production. There is a triple deck cooler and packer that provides 90 feet of cooling space in 30 feet of floor space.

#### Progress in Conditioning Units

Starch drying and conditioning units have eliminated old style and expensive drying rooms, and reduced the length of time necessary for curing, thus reducing floor space requirements, number of starch boards, and amount of starch approximately by one-half. Mogul speed of 16 boards per minute is obtained by many manufacturers. I am reliably informed that this is being bettered by one leading manufacturer who has been able to design a machine for stacking starch boards automatically.

Still another machine performs casting operations without the use of boards at all. This machine operates a continuous ribbon of starch.

Several confectioners, by the use of conditioning

conveyors are putting their jellies directly from sanding machine to packing units thus eliminating the usual 24 hours in drying trays.

#### New Hand-Roll Machines, Mixing and Wrapping Equipment

The latest type of Hand-Roll Machine is fully automatic, electrically controlled and heated, enabling one operator to produce 1,000 cream centers per minute.

In several large plants the caramel batch is being premixed in large quantities. Two large mixing tanks or kettles are employed for this purpose. They are equipped with a pumping system arranged to constantly circulate the batches from one mixer to the other-all the raw material ingredients are placed in these mixing kettles, low heat is added so as to melt the added fat. By constantly mixing and circulating this mix a thorough emulsion is obtained before cooking. This mix is then pumped to the cooking kettles as needed. In addition to the labor saved in handling, there is a decided advantage from a quality standpoint. Caramels handled in this way are said to have a much longer shelf-life, a better body and texture, providing the casein and lactol albumen in the milk are soluble and efficient, and have not been destroyed by being subjected to a high heat when being condensed or evapo-

A new type square-end caramel wrapping machine is being offered. This machine is said to have a speed of 600 pieces per minute and will wrap with cellulose or wax paper.

#### Modern Coating Machines

The modern coating machine embodies many refinements that permit faster operation with assurance of uniform goods of great variety. Automatic temperature control on melting kettles insure a constant supply of chocolate at coating temperature for the coater at all times.

Candy manufacturers do well to confer with an equipment engineer in revamping their coating departments. There have been many cases where one modern 24 inch machine has replaced two old type 16 inch machines and at the same time increased production. Conditioned cooling units permit from 2 to 4 feet per minute increased belt speed in the coater operation.

Then we have improved belting of various types. For instance, a batch roller belt that cuts down costs by virtue of its double thickness of fabric and extra stitching where the wear is greatest.

#### New Chocolate Refiner and Cocoa Press

A new type of five roll chocolate refiner is now in use which is said to grind chocolate finer in one operation than was possible by putting the chocolate through the old type five rolls three times. Its capacity is 1,200 pounds per hour when fine powdered sugar is used in making the paste, and 1,000 pounds per hour when coarser sugar is used. Its rolls are made of a new

(Turn to page 56)

# Selling in Terms of the Dealer \* \* \*

N working with people, there is no substitute for genuine interest in their work and their progress.

Let every dealer salesman check carefully the subjects of his conversation upon call. Unless fully three-fourths of it is upon the dealer and his store, the dealer and his progress, his work and his problems, a change should be made.

No, we do not mean that the salesman's line must be neglected. But any discussion of that line should be in terms of the factors just mentioned.

Many salesmen try to impress, to make friends, to gain interest, by talking about their companies, their progress and themselves. Let us take an example, and show how such a talk can be changed and turned into dealer terms. Here's the wrong way:

"Here's the fastest selling item of its kind in the country. Our company did a business of 3½ millions on it last year. We made a profit, and an excellent profit, in spite of conditions. You can't afford to be without this item in your line."

And here is the better way:

"Your business is admirably fitted to carry this line. (Point out reasons in terms of the dealer's business.) We feel you can sell it, and make an excellent profit, because our dealers have found it moves right now. Our dealers did 3½ millions upon it last year, and I don't know of a single dealer who has the equipment and the class of trade you have right in this store, who hasn't made a handsome profit!"

Such a simple matter as changing the presentation in this way, turning it about and putting it in terms of the dealer and his business, has made a difference of as high as 25% in sales in a two-week period.

How to do it? Yes, that's easy too. Write out the presentation used. Put down just what is said to a dealer on call. Then, carefully change each statement and put it in terms of "We dealer's business, rather than in terms of "We . . . I . . . Our company . . . Us." Simply write it out so the pronouns are "You . . . Our



By CHARLES L. LOW President, Charles L. Low Sales Service Chicago, Ill.

dealers . . . Your business . . . Your sales people."

It has even been found that "Your advertising" is better than "Our advertising." Why not? Many advertising portfolios have figures showing circulation in the dealer's territory, even when it is run in national magazines. Very well. Call it the dealer's. Why not say:

"Here is your advertising. Each month, you have 1,800 advertisements going into the homes of your customers, in much the same manner as if they were mailed out from your store . . . etc., etc."

Let a salesman use this method for a while, and he will find other values. He will begin to think in terms of the dealer's business. As for writing out presentation material, it is one of the finest practices any salesman ever cultivated. We'll have more on this point later.

#### Sales People and Employees

Many salesmen neglect sales people. They spend all their time with the buyer, whoever he may be. Quite often, this buyer has nothing at all to do with the actual sales of the merchandise.

Why salesmen do this is an eternal puzzle to the writer. In his own experience in retail work, he has seen man after man beaten by his competitor, because that competitor interested himself in the sales people who handled his lines, and offered them intelligent and helpful suggestions—gained their respect and liking.

In department store work, he has watched men cool their heels for hours in a buyer's office, and who had never even seen the sales people in the



CHARLES L. LOW

This instructive discussion by Charles L. Low, a nationally-known authority on selling, is especially arranged for The MANUFACTURING CONFECTIONER. The accompanying article is a portion of "Selling Dealers," written in nine separate units by Mr. Low and published by the Manz Corporation, Chicago and New York. Mr. Low has made extensive sales surveys in the distribution field of the candy industry.

departments that handled their goods. In smaller stores, he has watched salesmen brush past the "counter jumpers" and into the boss' "office" to tell stories and do a bit of innocent back-slapping, when they could have been cinching dozens of sales by doing a little real work with the people on the firing line.

Too, he has watched many men deliberately antagonize the very people upon whom they must depend for sales. They talk down to them. They are brusk with them. They merely give them a nod, and ask how things are going, when they should be offering help.

Sometimes, the writer believes there is no substitute for the Saturday morning chore behind the counter, for all dealer salesmen. They must learn that the people who do the selling *are* people. Ambitious, quite often. Eager to get ahead, and do a better job. Thankful and appreciative for real help, given in human fashion, by a salesman who knows he is "just a lump of protoplasm," too.

One city district salesman, whose product was higher in price than much of his competition, developed a "ten minute talk" for sales people. He used it in department stores, chains, and independent outlets, for some six months. Sales increase in his particular territory, during the period, averaged almost 30%.

#### "Secret" of Dealing with People

But it takes the right talk. And the best way to learn how to develop it, is to get "behind the counter" now and then, and actually work with sales people—learn to know them and their work, their hopes and aspirations. How people like "secrets"! How they like formulae for success! How they like to feel there is a key, a touchstone, which opens up an enormous possibility for them, like the words which opened the cave door for Ali Baba!

In dealing with human beings, there is such a touchstone. There is a way to sum it all up. It is this:

Every human being worth knowing—worth working with—has an aim or a purpose. There is some step-up they wish to make, some ambition they would realize. It is often hidden, rarely discussed, but it is there. Dealers all have such an aim, or they would not be dealers. Sales people all have it—down to the girl who gets \$10 a week. Delivery boys have it.

Many times people will not discuss this aim, this purpose, with any but their most intimate friends. They are shy. They are afraid the unsympathetic listener would laugh, either because he would consider it too small an ambition, or entirely too large, for them.

But let a kindly, sympathetic and understanding person gain their confidence, and out it comes. Then, if that person will offer them help, suggestions, even no more than a sincere interest, they will do all in their power to aid him in return. The world is hungry, starving, for human stuff.

The kindly, understanding and sympathetic person who offers helpful suggestions wins human confidence. With that confidence comes further opportunity to offer aid and express interest. It grows and grows, until, in dealer selling, it can be a force greater than all the advertising, greater than all the selling plans a company can concoct—other factors being equal.

Let the salesman who depends upon "funny stuff," humor, kidding, what passes for "personality," cheap friendships, "trading," "backscratching," and all the rest of the by-play know this well.

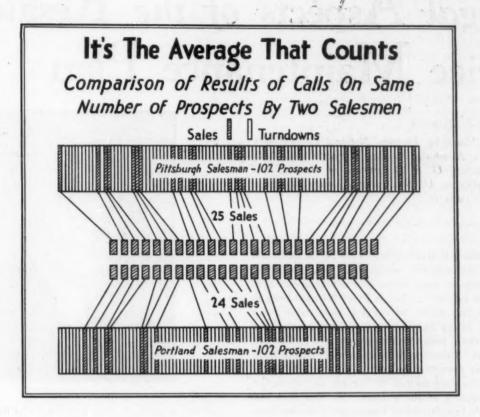
There is not a single employee of a single outlet, a salesman can afford to neglect—with whom he can afford to be other than warmly human.

#### Animal Virtues

The writer has unearthed many complete texts on salesmanship which deal chiefly with what he calls "animal virtues." These are hard work, personal cleanliness, neatness, common honesty, and ordinary politeness.

These have been sung at salesmen, until they are a curse. Salesmen have been told so long and so often that selling is hard work, that many of them have come to believe that hard work is selling, which is a lie that ruins many

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## It's the Average of Sales That Counts

HE above chart demonstrates the baseless nature of much of the discouragement that grips nearly all except the veteran salesman after a series of repeated turn-downs.

On the chart is shown the actual results of 102 calls on prospects made by each of two experienced salesmen. The calls were made in Pittsburgh and Portland. The Pittsburgh salesman sold the first prospect he called on. There were ten failures before another sale was secured. This was followed by another failure, then two sales in succession, and then six failures.

The salesman in Portland made seven calls before he secured a sale. Two failures followed, then a sale, then two more failures, then two sales in succession, then eight failures. Between a sale on the twenty-eighth call and one on the forty-second, there were thirteen failures. Between the fifty-sixth call and the sixty-fourth—seven interviews—there were five sales.

The chart was prepared by George W. Wilson, Vice

President of the International Correspondence Schools, and is used effectively by him in talks before groups of salesmen and sales executives.

"If either of these salesmen had been new men," says Mr. Wilson, "either might have been discouraged to the point of quitting at times. The Portland man might have decided he was a misfit as a salesman before he sold his first prospect. The same conviction might have gripped the man in Pittsburgh before he sold his second prospect. But because these were experienced men they knew that ites not the sequence of successes but the average that counts."

The chart shows that when each of the two men had completed his 102nd call the Pittsburgh man had sold 25 prospects. The Portland man had sold 24. Although there were long resultless stretches for each man, the average was approximately one sale out of every 4.1 call for the Pittsburgh salesman, and one sale out of every four and a quarter calls for the salesman in Portland.

# Legal Aspects of the Resale Price Maintenance Plan

By MAX F. BURGER

Assistant Managing Director, National Confectioners' Association; Member of the Bar; Formerly with Anti-Trust Division, U. S. Department of Justice; and Special Assistant U. S. District Attorney in several Government cases, etc.

(Written by Invitation of The Manufacturing Confectioner)

★ THIS discussion is another in the series on Resale Price Maintenance which The Manufacturing Confectioner began editorially nearly a year ago. Current interest in Resale Price Maintenance, as an effective means of curbing destructive price cutting in the distribution trade, has reached the point where many manufacturers are inclined to adopt it. Others wish to know more about what they are permitted to do and what is illegal.

We therefore invited Mr. Burger to discuss the legal aspects of the subject. We felt that Mr. Burger's background of experience with the Anti-Trust Division of the United States Department of Justice well qualified him to give our readers the side of the law on this question.

HE National Industrial Recovery Act has placed a greater responsibility on industry. Wages in most industries under Codes have been increased and hours shortened. Raw material prices have moved upward. In other words, the cost of production has increased. Prices of candy products, owing to lack of confidence, have been reduced, not because of economic justification, but as a result of fear. Manufacturers have lost confidence in each other and buyers have taken advantage of the situation. Instead of advancing prices to meet increased cost, prices have been cut. The consumer, as falsely assumed, has received no benefits. The benefits. however, have accrued to a class of trade buyers who use their buying power to advantage for selfish purposes, as a result of industry demoralization.

Unless this condition is changed, the life of the industry is limited to the capital invested and such credit as may still be obtained. Capital and credit will determine its duration. Profits do not exist.

What is the solution? How can price demoralization be stayed without governmental intervention? Is governmental intervention desirable?



It was thought by many that the code was a cure-all. The code, however, cannot do more for the industry than the industry is willing to do for itself.

#### A Solution to Price Stabilization

Resale Price Maintenance is considered by a number of manufacturers as a solution to price stabilization. It will lead to honest products, honest distribution and fair profits, essential to industrial recovery and prosperity.

Is the establishment of a resale price and its maintenance legal? Yes.

Is it simple? Yes and no; simple if properly understood; complicated if practiced by the uninformed.

What is resale price maintenance? It is the announcement by a manufacturer that goods of his own manufacture must be sold by his distributor at a resale price suggested by the manufacturer and that failure by the distributor to observe the wishes of the manufacturer will result in the discontinuance of business dealings between them.

Under this plan a distributor is assured of a fair profit and the manufacturer has greater security in receiving payment for his products. The plan, however, must be operated by the manufacturer without entering into agreements with his distributors. Direct co-operation between them for the enforcement of resale price maintenance is prohibited by law.

The following activities have been considered cooperative, and are prohibited:

- 1. The employment of investigators, agents or salesmen for the purpose of detecting price cutters.
- 2. The obtaining of promises from dealers to maintain the suggested resale.
- The obtaining of promises from distributors whose accounts have been discontinued by reason of price-cutting that if business relations are re-established, the distributor will observe the suggested resale.
- The placing of identification marks on merchandise for the purpose of tracing the distributors who allegedly have sold merchandise at cut prices.
  - 5. Requesting customers to report price cutters.

#### What Should Be Avoided In Operating a Plan

The plan can be operated without what is construed in law as co-operative action. This is a technical question, and competent counsel should be consulted to avoid litigation. If not properly conducted, a manufacturer may be charged with conspiracy in restraint of trade or unfair methods of competition and, if found guilty, may be compelled by court order to discontinue the plan. It is for this reason that letters received from price cutters should be carefully scrutinized and the replies properly drafted. Replies in many cases are not necessary.

The manufacturer should bear in mind that he has a perfect right to select his own customers, which means that he has the right to discontinue business dealings with a distributor whose methods of business are obnoxious to him. The manufacturer in such cases, however, must act on his own initiative, free of all agreements and understanding with his distributors. It must be understood that all letters written either by the manufacturer or distributor must be free of subject matter which may be construed, either expressedly or impliedly, to be in the nature of agreements between the manufacturer and distributor to maintain the resale price.

Resolutions of jobbers' associations under which an association pledges itself to support the resale and adhere thereto should be avoided.

#### Answer Correspondence Through Attorney

The manufacturer who has placed a resale price maintenance plan into effect has many sources of information which are free of any illegal co-operative activity and which will assist him in the enforcement of the plan. It is strongly urged, therefore, that all correspondence dealing with matters pertaining to the resale plan should receive the attention of a competent attorney before a reply is made.

Owing to lack of proper knowledge of the law applying to this class of cases, it is preferable that the attorney, and not the manufacturer, should answer the

correspondence, which otherwise might be carelessly worded and result in the inference of co-operative action. The reason for this procedure is to protect the manufacturer from errors which are all too frequently made by officers and employees in his establishment and which, as has been the case in the past, may entangle the manufacturer in litigation. Very frequently price cutters, when informed that they will receive no further merchandise, will attempt to entrap the manufacturer into admissions contrary to the true intent and purpose of the manufacturer which may prove detrimental to the plan.

#### Supreme Court Has Upheld Right To Enorce a Resale Price

The right of a manufacturer to establish and enforce a resale price has been upheld in a number of decisions. The Supreme Court in one case stated:

"In the absence of any purpose to create or maintain a monopoly the act does not restrict the long recognized right of trader or manufacturer engaged in an entirely private business freely to exercise his own independent discretion as to the parties with whom he will deal, and of course he may announce in advance the circumstance under which he will refuse to sell \* \* \* \* and may do so because he thinks such dealer is acting unfairly in trying to undermine his trade."

In another case the court said:

"It is settled that the seller may rightfully say to the price cutter, 'I have cut you off my list and I will sell you no more.'"

In another case the court, in referring to decisions dealing with cases on resale price maintenance said:

"By these decisions it is settled that in prosecutions under the Sherman Act a trader is not guilty of violating its terms who simply refuses to sell to others, and he may withhold his goods from those who will not sell them at the prices which he fixed for the resale."

In another case the court held that the company involved had a right to enforce and maintain its resale policy and that in the maintenance of its resale plan it had a right to request its customers not to resell its product at less than a stated minimum price; that it had the further right of refusing to sell to a customer because he resells below such requested minimum price, or because of other reasons; that it had the further right to announce in advance its intention thus to refuse; and that it may inform itself through its soliciting agents and through publicly circulated advertisements of customers which come to its attention, and through other legitimate means as to the prices at which its product is being sold.

#### A Properly Conducted Resale Plan

Under a properly conducted resale plan the manufacturer merely states his policy and on what term he
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# Annual Overhauling and Inventory

OW many operations or parts of the production line in your factory have been unsatisfactory during the past year? Perhaps you may have a line that has been cluttered up, or equipment that has not functioned right. During the heavy production periods certain things come to mind that we vow we will do to improve conditions when the slack time comes between seasons. The time for the annual overhauling and inventory is now at hand.

As we look back over the year, we will recall places where lumps came in the line of production. Now is the time to give their causes attention. Perhaps a partition needs to be moved; a belt lengthened; machinery repaired; replacements installed.

Sometimes it happens that when a machine is brought into the plant it is not set up exactly right, but because we need it every day we haven't corrected it. Now is the time to do these things.

#### Maintenance and Engineering Department

A thorough check-up of the plant and equipment by the maintenance and engineering department is in order at this time.

As the boiler is the heart of the plant, the engineer will give it a thorough inspection and overhauling. A check-up will be made to see that the steam is clear and free of compound or ash. Alterations in the system may be necessary so that a full head of steam is more quickly available to get a good start each morning.

A check-up of the cooling system will also be made to see that it is in good order. Where we depend on air conditioning, our equipment must be kept in good condition.

Carpenter repairs should be made now. Repairs to floors will be made—particularly where there is considerable trucking on wooden floors. Wherever possible, steps will be taken to improve safety and efficiency.

Elevators, escalators, and motors all should be checked up and made ready again for the future peak load. The situation of having a half-million boxes in orders to fill and not being able to deliver because of break-downs in equipment need not happen if precautions are taken in advance to avoid them. Too often the break-down occurs at the peak, when we can least afford it. Sometimes it is caused by only a small matter in its origin.

Now is the time to make the check-ups in all machinery and equipment so you'll be ready to go. Every motor in the house should be checked. If a motor is in first-class condition, with cleaning and oiling at the overhauling time, it should carry through the next period without trouble. If the inspection sheet shows that a motor will probably run for only a couple months longer, be prepared with another to replace it.

#### Rearranging Equipment

While these things are going on in your engineering and maintenance department, what is your candy maker doing? He should be getting his house in order so he will be ready to go again. He will be looking over his moulds and ordering such new equipment as may be necessary for the new pieces planned for the future. Then, too, the appropriation may now permit ordering that equipment which has been needed for some time.

Conveyors and all will be planned so that when the piece goes into production it can be absorbed without any extra load.

Then there is always the "bottle neck" in a plant, through which goods coming from two or three departments must pass. It is well to try and improve that condition, so when the peak comes you won't be held up.

We should plan to synchronize the plant so it will be evenly balanced; for instance, so the chocolate room is capable of taking care of production from the cream room. Thus we can carry on, and will not be compelled to lay off a day or two in some departments to get caught up in others.

The line of production should be straightened out to permit a free flow to the shipping room. Some plants are not laid out just as we would like to have them, but it is our job to make the layout the best possible.

#### Department Heads Responsible

The head of each department should be held responsible for the condition of his department, as to machinery, help, material, and production. He should lead off at overhauling time, having his needs and solutions to kinks all worked out ready for presenting to the superintendent.

Of course at this time the plant is given a thorough cleaning—possibly painting—with attention to sanitation and light.

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193	Mon	Tue	Wed	Thu	Fri	Sat 1
2 9 16	3 10 17	4 11 18	5 12 19	6 13 20 27	7 14 21 28	8 15 22

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December  12th Month 31 Days { 5 Saturdays 5 Sundays			January  1st Month 31 Days { 4 Saturdays } 4 Sundays			
3	м	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.	1	Tu	New Year's Day.	
·		—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.—Chicago Candy Club bi- monthly meeting, Maryland Hotel, Chicago.— National Exposition of Power and Mechanical Engineering, Grand Central Palace, New York City.	2	w	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1706 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.—Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Maryland.	
5	w	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorade Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.				
	-		3	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30	
6	Th	Weekly meeting Westchester County Candy Joh- bers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Joh-			p. m.)	
		Weekly meeting Westchester County Candy Job- bers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Job- bers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:38 p. m.)	4	F	Weekly meeting Utah Manufacturers' Assn. (each Friday). Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Kentucky.	
7	F	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.	7	М	Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.—Chicago Candy Club bi- monthly meeting Maryland Hotel, Chicago.	
8	Sa	Monthly meeting Kansas City Candy Club, Pick- wick Hotel, Kansas City, Mo., in the evening.	8	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.	
11	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.	9	w	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.	
12	w	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.	10	Th	Easter comes on April 21st. Easter goods are in work. Valentine goods are being shipped.	
17	M	Bi-monthly meeting Chicago Candy Club, Mary- land Hotel, Chicago.—Annual meeting of Outdoor Advertising Assn. of America, Chicago.	12	Sa	Monthly meeting Kansas City Candy Club, Pick- wick Hotel, Kansas City, Mo., in the evening.	
18	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.	15	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.	
			17	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting	
20	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.			Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.	
27	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.  —N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.	21	M	Bi-monthly meeting Chicago Candy Club. Maryland Hotel. Chicago.—Monthly meeting the Candy Production Club of Chicago, De Met's, Board of Trade, Chicago.	
29	Sa	Hotel Douglas, N. J.  Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.	24	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.	
31	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.	26	Sa	Monthly meeting the Pittsburgh Candy Club, Pitts- burgh, Penn.	

# Boosting Sales Through QUALITY

\* By NEVIN I. GAGE

UALITY goods pay! The consumer positively does want quality merchandise and is willing to pay a fair price for it! This we have long advocated as the keynote of success in all branches of the candy industry. If we could but induce the manufacturers, jobbers and retailers to become quality minded the volume of profitable candy business would exceed our most sanguine hopes. There should be little question of this fact, when we are able to point to the accomplishments of those who are successfully operating on a quality basis.

Unfortunately, however, there are many manufacturers and candy buyers whose price vision and understanding of consumer demand are so limited that there is need for continuous educational efforts through the leadership of those who are quality minded. Manufacturers and distributors who stress cheapness (the amount they can produce, buy, and sell at a minimum price, regardless of quality) are not only undermining their own businesses but to a large extent setting an unprofitable price and quality standard for the entire industry.

Nonetheless, candy sales *can* be boosted through quality merchandise, as we have previously shown by various references to some of our leading manufacturers.

The latest demonstration coming to our attention is the sweeping success of the newly developed Kraft-Phenix caramels. Believing the industry would be interested in the facts, we interviewed Mr. F. S. Beverley, who developed these caramels for the Kraft organization.

#### The Sales Story of a Caramel

The remarkable sales record of the Kraft caramels, mounting up to 14,400,000 packages since their introduction to the American public last April, unfolds a stimulating story of what can be expected of a confection characterized by the word "quality." Launched upon the distribution field when the jobbers were not only over-supplied, but were offered many varieties at cheaper cost, this caramel package has rapidly become one of the best sellers today.

"Notwithstanding the lack of interest on the part of the jobber," said Mr. Beverley, "distribution grew quickly through consumer demand created by our detail men. They introduced the new 'Dairy Fresh Caramels' to retailers in section after section, until now the same jobbers who were unwilling to consider the package on any basis in the beginning are clamoring for supplies."

Owing to the quality of the caramel, it lends itself well to sampling, which is one of the industry's best methods of promoting quality merchandise. Accordingly, we understand, the firm is about to launch a national sampling campaign, during the first six weeks of 1935. Plans are said to call for presenting the candy buying public with two or three million Kraft Caramels packed individually in small boxes.

Simultaneously with the sampling campaign, the Kraft-Phenix organization will open up its Pacific Coast Division, which will then provide complete distribution throughout the country. The first territory was opened in New York and Eastern states last spring. Next came the Middle West. Just recently the Southeastern and Southwestern markets were opened.

These savory caramels are offered in chocolate and vanilla flavors, six to a 5 cent package wrapped in transparent cellulose, with cardboard dividers and a printed



THE MANUFACTURING CONFECTIONER

cardboard base. The original 24-pack carton, according to Mr. Beverley, will soon be supplanted by twin display cartons containing twelve packages each. This will be a new merchandising feature, requiring smaller display space on the retail counters.

The specialty work is under the direction of E. T. Stelling, operating from Kraft's Chicago offices.

The development of the caramel formula started with the efforts of Mr. Beverley, a veteran candy man experienced in fine candy plants in the United States and Europe.

When Mr. Beverley became associated with the Kraft-Phenix organization, in connection with the building of malted milk and other milk products, he and his associates developed a milk for candy making. Caramel production began and is still carried on in a separate candy plant, developed to demonstrate what they felt could be done with a quality item well merchandised.

### A Sales Manager's Views on Quality

Other examples of the success of quality items—such as the Mars Milky Way, Hershey chocolate bars, Bunte Tangos, and others—are well known to the industry.

A few days ago, H. C. Godfrey, city sales manager of Bunte Brothers, who is experienced through years of directing salesmen in quality selling, expressed a number of poignant facts on the quality angle in candy salesmanship.

"People buy candy for the pleasing taste and flavor they get from it," declared Mr. Godfrey. "I have never had anybody disagree with that statement. Through quality is the only way you can get that pleasing taste and flavor.

"The salesman," continued Mr. Godfrey, "should talk to his customers about better candy for increased sales and increased consumption—as well as the greater profits available with it.

"With quality, the jobber and retailer get everything they want: profit, satisfied customers, increased sales.

"When the manufacturer's salesman talks price, then all down the line they talk price—the jobber, his salesmen, and the retailer.

"When the dealer buys merchandise cheap he has an incentive to sell it cheap. With cheap merchandise he puts himself in the class of cut rate merchandise, which is not profitable.

"If I had all my money invested in a business," said Mr. Godfrey, "I would give a lot of thought to the importance of quality. The average retailer, however, thinks he can make money by how cheap he can buy. But this means inferior quality and it doesn't build business.

"The average retailer's candy sales don't come from transient trade, but rather from his neighborhood. The only way he can increase those sales is to make his customers want more—which means with quality confections.

"The consumer is willing to pay the retailer a fair

profit for good merchandise, and the retailer will pay the jobber a fair profit when he is shown the possibilities in quality goods."

### 1935 N. C. A. CONVENTION WILL BE HELD IN CHICAGO

### Decided at Executive Committee Meet

ANNOUNCEMENT that the 1935 Convention of the National Confectioners' Association will be held in Chicago next spring was made following the recent meeting of the N. C. A. Executive Committee in this city. The date and hotel meeting place have not yet been decided. These and other details will be worked out by the Convention Committee to be appointed by President Williamson.

Other subjects discussed at the recent meeting included a plan to establish a cost interchange bureau to be operated by a confidential agency along lines similar to credit exchange bureaus. The plan is still open for future consideration.

Reporting 88 new active members since June, 1934, the association states its membership is now as follows: Active in U. S., 505; Active in Canada, 5; Honorary, 5; Associate, 155.

### Code Authority Meeting Held

AMONG the limited announcements made following the November Code Authority meeting for the candy manufacturing industry was that the Cost Committee, under Chairman E. R. Shields, accept the proposal of Ernst & Ernst to undertake a survey necessary to develop Elements of Cost for the Industry as prescribed in Article VI, Section 9 of the Code.

John Voneiff, president of the Voneiff-Drayer Co., Baltimore, was appointed Treasurer of the Code Authority.

Proceedings of the joint meetings of the Code Authority and N. C. A. Executive Committee are to be released in detail later.

### Per Capita Consumption of Confectionery Increases Half Pound in 1933

REVISED figures on per capita consumption of confectionary, on both a poundage and dollar basis from 1929 through 1933, issued by the Department of Commerce to the National Confectioners' Association, are as follows:

### ESTIMATED PER CAPITA CONSUMPTION OF CONFECTIONERY

	Pounds	Dollars
1929	14.3	3.03
1930	13.9	2.76
1931	11.6	2.15
1932	11.2	1.63
1933	11.7	1.59

Revision of the previously published figures back to 1929 was necessary, according to F. H. Rawls, Chief of the Food Stuffs Division, because the proportion of the industry covered by the survey has been increasing year by year. This factor distorted the per capita figures for the past two or three years.

# Candy Clinic Review for 1934

By ERIC LEHMAN
Clinic Superintendent of
The Manufacturing Confectioner

REVIEW of the various types of candies considered in The Manufacturing Confectioner's Clinic the past eleven months affords us the opportunity to observe the trends of the industry in manufacturing and marketing its products.

In the January Clinic Holiday Chocolates were given our attention. These chocolates are bought only before Christmas; we seldom see any packages of this type sold for Easter, Mother's Day or any other holiday. The quality of the chocolates in these boxes is of all kinds: good, bad and very bad. Price does not indicate the quality in these packages. We find some chocolates cheaply priced that are good, and some highly priced that are poor.

Considerable good-will can be built with a box of this type if it is made and priced right. The whole family eats these chocolates and if they are of good quality, the name will be remembered. When more chocolates are purchased by members of the family, they will look for the same name.

In putting up a holiday box of chocolates to retail from \$1.00 to \$2.50 for a pound box, do not figure this is a chance to make a "killing." Put up a good box of quality goods and figure a fair profit. Use good flavors and coatings; do not use too many cream centers; have a fairly large assortment. Pack the box neatly. Use a box that has a holiday appearance or good looking holiday wrapper.

If you cannot put up a five pound box and make a profit, put out a good  $2\frac{1}{2}$  pound or 3 pound box of quality candy and figure on a fair profit. Most anybody would sooner have a few good eating pieces, than 5 pounds of candy that is not fit to eat.

### Many Hard Candies Low Priced

Hard candies and small packages were examined in the February Clinic. Hard candies are considered by a number of people the best for small children. In many cases this is true because some of the penny candies that children buy are anything but good.

Most of the hard candy sold during the cold weather is sold in bulk. During the summer hard candies are sold in jars.

The price of hard candy in bulk is sold from  $6\frac{1}{2}$ c a pound and up. Very little profit, if any, can be made at  $6\frac{1}{2}$ c a pound or even 7 cents. Still we find the same condition every year at this time (before the holidays).

How a manufacturer can continue to make candy at a loss is surprising, but the past two years have told a "sad tale" for a large number of manufacturers that were selling goods at a loss or at cost. We can expect to see a few more in this class "pass out" of the picture, at the price they are selling candy today. ★ SELECTIONS of the outstanding item in each class of candy considered in The Manufacturing Confectioner's Clinic during the past year are presented in the following Clinic pages of this issue. Quality and quantity of the candies, the container, arrangement of packing, and prices were the main points upon which selections were based. Below is a general review of the candy types considered by the Clinic this year.

### \$1.00 Box Chocolates Coming Back

In the March Clinic we examined chocolates priced from 25c to \$1.00 the pound. Of course, the \$1.00 boxes of chocolates are still slow sellers but are "coming back" slowly. We find that the sale of \$1.00 boxes has greatly improved the past year. Within a year or two, we will, no doubt, see the return of the dollar box, and unless a house is making a bang up package, his dollar box will never "come back." Now is the time to put out quality candy and build up. It is not going to be fast; it is going to be a slow, hard pull.

We find some very fine \$1.00 boxes on the market, put out by a few high class wholesale houses. This type of manufacturer has always put out quality candy and he is going to be on the "top" when the public is ready to buy dollar boxes.

A year ago the 29c and 34c boxes of assorted chocolates were to be seen in every kind of a retail outlet and they were going over big. But these manufacturers forgot "there isn't one born every minute," as Barnum said. It did not take long for the candy eating public to discover that these boxes were changed in quality shortly after their appearance on the retail market. The public wants quality, and we find the trend today is for the better quality. This is true also in other businesses.

### Flavors Vary in Easter Candies and Pan Goods Chocolate Bars Improve

Our Clinic schedule for April called for Easter candies and chocolate bars. Candies for this holiday are mostly specialties and there are any amount of them, priced from 5c to \$5.00. Pan work gets the large part of the Easter novelties, not forgetting the chocolate moulded goods.

We find jelly beans, panned eggs and caste chickens and rabbits the most important numbers. Jelly beans are priced from 10c to 40c the pound. The quality of these beans does not seem to mean a thing. Some of the 10c jelly beans are as good as the 40c ones. The same can be said about panned eggs. As a rule, the flavors are anything but good. Panning, as a rule, is very good. It seems a waste of time to make any kind of candy look good and then spoil it with a rank cheap flavor.

Chocolate bars are, no doubt, one of the largest bar sellers on the market today. Chocolate bars selling at 5c up to 2 ounces are, as a rule, good eating, but we

(Turn to page 43)



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

# 1934 Candy Clinic Selections

Code 1H 34 (January, 1934) Holiday Assorted Chocolates— 5 lbs.—\$1.39

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Good.

Box: White with red dots, tied with red grass ribbon, gold tinsel cord, spray of holly with a transparent cellulose Christmas band and wrapper.

Appearance of Box on Opening: Good.

Chocolate Coating— Color: Dark; good. Strings: Good. Taste: Good.

Centers-

Plantation: Good. Lemon Cream: Good.

Raspberry Jelly and Fudge: Good. Mint Chewey Kiss: Good.

Mint Cream: Good.
Raspberry Cream: Good.

Vanilla Cream: Good. Vanilla Chewey Kiss: Good.

Butterscotch: Good.
Anise Jelly: Good.

Orange Cream: Good. Vanilla Caramel: Good. Caramallow: Good.

Peanut Cluster: Good.
Peppermint Cream: Good.

Vanilla Sponge Chip: Good.
Molasses Sponge Chip: Good.

Assortment: Good.

Remarks: This is a very good box of holiday chocolates and cheaply priced. Coating and centers were of good quality, neatly dipped and well packed. This is one of the best boxes of this kind the Clinic has examined this year. A number of boxes were higher priced but did not contain the quality of this candy.

Review: This box of Holiday chocolates was not the cheapest of the five pound boxes, but was the

This month's Clinic is devoted to a selection of the outstanding packages, bars and assortments which have been analyzed during the past year by this department. From each class of confection examined we have endeavored to choose what, in our opinion, represented the best merchandise offered, taking into consideration the value for the money, quality, workmanship, and appearance. These have been chosen with absolute impartiality and a sincere effort has been made to consider every factor which might logically be considered a determining one. The various Clinic reports have been reproduced just as they have abpeared in the original issues .-Editor.

one outstanding of this type. Quality of coating, centers, packing and finish of package was neat, attractive and well planned. We find in many cases when manufacturers put out a box of Holiday chocolates at most any price the candy is not fit to eat. This is poor judgment; the candy in a package of this type is eaten by the entire family and if it is of good quality the chances are that the manufacturer will make a number of new customers. If the candy is of poor quality (as a large number are) it will be put in the ash can and nobody in the family will buy any candy with this manufacturer's name on it.

> Code 1K 34 (January, 1934)

Smacks-10 pieces-5c

(Purchased in a chain store, Boston, Mass.)

Appearance of Package: Good. This package is made up of a card in the shape of a Christmas tree on one side and a Santa Claus on the other side. Colored in red, green and white. Pieces of hard candy are wrapped in transparent cellulose and fastened to the tree.

Colors: Good. Flavors: Good.

Remarks: This is a good Christmas kiddie novelty and cheaply priced at 5c. The profit on a number of this kind is no doubt very small but undoubtedly production is large.

Review: Of the small 5c Christmas novelties, this one was the most attractive. The candy was of good quality and neatly put up. This novelty would appeal to most children as it had a Santa Claus and a Christmas Tree, the entire card was different and made a good appearance for a 5c seller.

Code 2dd 34 (February, 1934)

Assorted Filled Hard Candy— 1 lb.—45c

(Purchased at a department store, Chicago, Ill.)

Appearance of Package: Good. Tin can, friction cap. A neat and attractive tin.

Colors: Good. Stripes: Good. Gloss: Good. Flavors: Good. Assortment: Good

Remarks: This is the best hard candy examined this year by the Clinic. The workmanship, centers, etc., were of the best. Centers were good and had good flavors.

Review: It is seldom that we come across a good package of hard candy that is outstanding. This package was well put up and the candy was of good quality. The workmanship was very good, flavors were good and it is seldom that we find good flavors in hard candies. Centers as a rule are tasteless and tough. These centers had a good flavor and were soft. The container was very attractive and ideal for hard candy.

> Code 2M 34 (February, 1934)

Assorted Chocolates-4 oz. net-25c

(Purchased in a drug store, New York City.)

Appearance of Package: Good. Box: One-layer, printed in brown, red and yellow, transparent cellulose wrapper.

Appearance of Box on Opening: Good. 15 pieces.

Color: Dark; good. Gloss: Fair. Taste: Good.

Centers-

Vanilla Cream: Good Nougat: Good. Coconut Paste: Good. Chocolate Caramel: Good. Hard Nougat: Hard. Brazil: Good. Chocolate Paste: Good. Foil Cup: Good. Peppermint Cream: Good.

Vanilla Nut Caramel: Good. Jelly and Paste: Good. Glacé Pineapple: Good.

Remarks: This is a good 25c package of chocolates. The assortment was good and candy was of good quality. Package neatly put up.

Review: Small packages are costly to put up and as a rule show very little profit, also are not fast sellers.

This box was picked as the best as it was neatly put up and candy was of good quality. The assortment was large for a four ounce package. We find a number of small packages on the market that are sold for less than this package, but as a rule they are of poor

Code 3H 34 (March, 1934) Home Style Chocolates-1 lb.-25c

## CANDY CLINIC SCHEDULE

THE monthly schedule of the CANDY CLINIC for 1935 (exclusive feature of The MANUFACTURING CONFEC-TIONER) is as follows:

JANUARY-Holiday Packages; Hard Candies

FEBRUARY-Home Mades; 10c-15c-25c Packages Different **Kinds of Candies** 

MARCH—Assorted One-pound Boxes of Chocolates Up to \$1.00

APRIL—Easter Candies and Packages; Moulded Goods

MAY-\$1.25-\$1.50-\$2.00 Chocolates; Chocolate Bars

JUNE-Marshmallows; Fudge; Caramels

JULY-Gums; Jellies; Undipped Bars

**AUGUST-Summer Candies and Packages** 

SEPTEMBER-All Bar Goods: 5c Numbers: 1c Pieces

OCTOBER-Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries: Panned Goods

DECEMBER-Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

(Purchased in a chain store, Chicago, T11.)

Appearance of Package: Very good for this priced candy.

Box: Two-layer, full telescope, white crepe paper, printed in brown, tied with orange ribbonzine.

Appearance of Box on Opening: Good; 21 pieces.

Chocolate Coatings-

Colors: Light and dark; good. Gloss: Good.

Strings: Good. Taste: Good.

Centers (Dark Coated)-Vanilla Cream: Good. Chocolate Cream: Good. Maple Cream: Good.

Vanilla Nougat: Good.

Centers (Light Coated)-Vanilla Creams: Good. Vanilla Caramel: Good. Molasses Plantation: Good. Unwrapped Vanilla Marshmallow Caramel: Good.

Assortment: Entirely too small. Remarks: The quality of the candy is good for this priced candy.

Review: For the low priced box of chocolates this box was outstanding. The quality was good for this priced goods and the box was neat and attractive looking. The assortment was small, but too much cannot be expected for this priced goods.

### Code 3T 34

(March, 1934)

Assorted Chocolates-1 lb.-\$1.00

(Purchased in a cigar store, Boston,

Appearance of Package: Good.

Box: Cream color, extension top and bottom, gold and red edges, gold embossed, tied with red ribbon. A neat looking box; cellulose wrapper.

Appearance of Box on Opening: Good; 51 pieces.

Chocolate Coating-

Color: Dark; good. Gloss: Good. Strings: Good. Taste: Good.

Centers-

Twin Almonds: Good. Chips: Good. Pecans: Good. Nougat: Good. Peppermint Cream: Good. Vanilla Cream: Good. Brazils: Good. Almond Glacé: Good. Molasses Plantation: Good. Chocolate Fudge: Good. Cordial Cherry: Good. Nut Cream: Good. Glacé Pineapple: Good. Molasses Coconut: Good. Vanilla Caramel: Good. Vanilla Nut Caramel: Good.

Lime Cream and Paste: Good. Filbert Clusters: Good. Maple Pecan Cream: Good.

Filbert Glacé: Good. Caramallow: Good. Assortment: Good.

Remarks: This is a good box of chocolates; quality, workmanship and assortment were very good.

Review: We find this box at \$1.00 the pound is the most outstanding. One or two other boxes were also good, but this box was complete, quality good, packing good and a well balanced assortment. The box was neat and attractive. The flavors were of the best and the coating had a good chocolate taste. Sometimes a good coating is spoiled by using too much sugar.

### Code 3U 34

(March, 1934)

Assorted Chocolates-1 lb.-60c

(Purchased in a retail candy store, Boston, Mass.)

Appearance of Package: Good.

Box: Printed light board box, sealed wrapper of wax paper, outside wrapper of light bond paper sealed. Something different and no doubt will help to keep the candy in good condition.

Appearance of Box on Opening: Good; 44 pieces.

Chocolate Coating-

Color: Dark; good. Gloss: Good. Strings: Good. Taste: Good.

Centers-

Almonds: Good.
Filbert Cluster: Good.
Vanilla Nut Caramel: Good.
Nut Glacé: Good.

Nut Butterscotch: Good.

Peppermint Jelly and Cream: Good. Vanilla Cream: Good.

Chocolate Cream: Good.

Peppermint Cream: Good.

Pecan Cream: Good.

Almond Nougat: Good. Butterscotch and Cream: Good. Chocolate Caramel: Good.

Vanilla Coconut Caramel: Good.

Maple Nut Cream: Good.

Molasses Plantation: Good.

Brazil: Good. Raspberry Crea

Raspberry Cream: Good. Hard Candy Blossom: Good. Orange Cream: Good.

Coffee Cream: Good.
Fruit and Nut Nougat: Good.

Butterscotch: Good. Sponge: Fair. Caramallow: Good. Mint Gumdrop: Good.

Vanilla Caramel: Good. Assortment: Very good.

Remarks: This is the best 60c box of chocolates the Clinic has examined this year. The quality is as good as some \$1 boxes on the market today. The profit no doubt is small on a box

of chocolates of this quality at the price of 60c the pound.

Review: This box of chocolates was an exceptionally fine box of chocolates at the price of 60c. Centers were well made, assortment was large and goods were well packed. While one other box at this price contained more nut meats the quality was not up to the quality of this assortment.

### Code 4F 34 (April, 1934)

Basket of Jelly Beans—About 1½ oz.—5c

(Purchased in a retail store, New York City)

Appearance of Package: Good. Basket with a Cellophane bag of jelly beans. Colors: Good.

Panning: Good.
Texture: Good.
Flavors: Good.

Remarks: This is a cheap Easter novelty and attractive looking.

Review: For a five cent novelty, this is one of the best. The quality of the candy was good, it was above the every day jelly beans. It was well packed and made a good appearance for a five cent novelty.

### Code 4K 34 (April, 1934)

Milk Chocolate Bar—8 oz.—12c (Purchased at a candy stand, New

York City) Size: Good.

Wrapper: Foil inside, outside light blue, printed in gold and blue.

Moulding: Good.
Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is one of the finest milk chocolate bars on the market today and cheaply priced at 12c for 8 oz.

Review: While this bar is priced at 12c for 8 ozs. instead of 10c, it is well worth the two cents additional as it is an exceptionally fine eating milk chocolate. Bar had a good chocolate taste, very smooth and had a very good milk taste.

### Code 4O 34

(April, 1934)

Hollow Chocolate Eggs—12 pieces —10c

(Purchased in a retail store, New York City.)

Appearance of Package: Good.

Box: Folding, printed in red, green and lavender, crate inside.

Light Chocolate Eggs-Color: Good.

Gloss: Good.
Moulding: Good.
Taste: Good.

Remarks: This is a good size 10c Easter novelty box.

**Review:** This package of chocolate eggs was outstanding, well put up, large looking and a very attractive container. Quality of the chocolate was good.

### Code 4Y 34

(April, 1934)

Assorted Chocolate Filled Two Piece Hollow Egg—About 1 lb.—\$1.50

(Purchased: Sent in for analysis.)

Appearance of Egg: Very good. Egg is decorated with chocolate on sides and top. Two pieces, bottom part packed with small pieces of chocolates. Neat and attractive looking; foil liner; bottom wrapped in transparent cellulose and then whole egg is wrapped in same, tied with large rosette and band of pink maline, in an attractive box.

Box: Patch quilt allover design.

Egg-

Chocolate: Dark.
Color: Good.
Gloss: Varnished.
Taste: Good.
Texture: Good.
Assorted Chocolates-

Assorted Chocolates— Coating: Dark and light.

Colors: Good. Gloss: Good. Strings: Good. Taste: Good.

Centers of Dark Coating— Mint Paste: Good.

Nut Cluster: Good.

Pistachio Top, Pistachio Cream:
Good.

Almonds: Good.
Maple Cream: Good.
Orange Cream: Good.
Cherry Cream: Good.
Vanilla Cream: Good.
Raspberry Cream: Good.
Nut Nougat: Good.
Butter Crunch: Good.
Chocolate Parfait: Good.
Strawberry Cream: Good.
Lemon Cream: Good.
Vanilla Coconut Paste: Good.

Vanilla Caramel; Good.
Centers of Milk Chocolate Coating—
Orange Peel; Good.

Red Foil Cup Solid Chocolate: Good.

Assortment: Good.

Remarks: This is an exceptionally well put-up package. The egg is well made and well packed. Makes a very fine appearance when opened. It is attractive looking. This is a good Easter novelty number. Very cheaply priced at \$1.50.

Review: While this novelty is fairly high priced, it was the finest package of this kind the Clinic has ever examined. The way that this egg was packed was exceptional. The quality of the candy and assortment was very good. It isn't easy

to put out a package of this kind and ship it any distance, but this one arrived in the finest condition.

### Code 5D 34 (May, 1934)

Assorted Chocolates—1 lb.—\$1.00 (Purchased in New York City.)

Appearance of Package: Good. Box: Two layers, tapestry top with gold edges, name and seal embossed. Cellophane wrapper.

Appearance of Box on Opening: Good. In the center there was a small gold box packed with miniature pieces, around this box were larger chocolates in small trays. Well packed and different.

Chocolate Coating-Color: Dark; good. Gloss: Good. Strings: Good. Taste: Good.

Miniature Chocolates in Small Box-Number of Pieces: 27.

Centers-

Maple Coconut Cream: Good.

Sponge Chip: Good. Filberts: Good. Lime Jelly: Good.

Molasses Sponge: Good. Peppermint Cream: Good.

Chocolate Hard Candy Sponge: Good.

Nougat: Good. Vanilla Caramel: Good. Chocolate Caramel: Good. Wintergreen Cream: Good. Coffee Cream: Good.

Glacé Cherries: Good. Orange Cream: Good. Pistachio Cream: Good. Pistachio Nougat: Good.

Blanch Almond Half Dipped: Good. Raspberry Cream: Good.

Chocolate Parfait: Good. Almond Paste: Good. Vanilla Caramel: Good.

Large Chocolates (about 40 count pieces)-

Number of Pieces: 34.

Centers-

Lime Nut Jelly: Good. Caramallow: Good. Nut Butterscotch: Good. Lemon Sponge: Good. Raspberry Cream: Good. Caramel, Vanilla: Good. Vanilla Nut Cream: Good. Lemon Cream: Good.

Coffee Cream: Good. Peppermint Cream: Good. Double Almond: Good.

Brazils: Good. Butterscotch: Good. Almond Glacé: Good. Pistachio Nougat: Good. Molasses Sponge: Good.

Double Filbert: Good. Brazil Taffy: Good. Maple Marshmallow and Walnut: Good.

Vanilla Nut Fudge: Good. Vanilla Nut Caramel: Good. Vanilla Butter Cream: Good. Maple Nut Cream: Good.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.

Peppermint Cream and Jelly: Goo 1. Pecans: Good.

Assortment: Good.

-Editor.

Remarks: This is one of the best \$1 boxes of chocolates examined by the Clinic this year. The candy is well made, neatly put up and of good quality. Assortment was large and well planned. Flavors in centers were very good.

Review: This box is outstanding for a dollar box of chocolates. Packing and lay-out of box was very attractive and well planned. The quality of candy was of the best. The centers were well made, dipping was exceptionally good.

### Code 5F 34 (May, 1934)

Assorted Chocolates-1 lb.-\$1.50

(Purchased in New York City.)

Appearance of Package: Good. Box: One-layer, extension bottom, white pebbled paper embossed in gold. Two bands of blue satin ribbon slanted across. Very attractive and different looking. Wrapper of white tissue, packed in carton. Out-

with gold cord. Well put up. Appearance of Box on Opening: Good; 110 pieces, four foiled, two silver dragee top.

side wrapper gray band paper tied

Chocolate Coating-Color: Dark; good. Gloss: Good. Strings: Good. Taste: Good.

Centers-Glacé Cherry: Good. Nut Taffy: Good.

Pistachio Nuts: Good. Orange Peel: Good. Maple Cream: Good. Brazils: Good.

Vanilla Nut Cream: Good.

Dragee Top Tingling: Good. Nut Jelly: Good. Date: Good. Pecans: Good. Vanilla Cream: Good. Almonds: Good. Nut Nougat: Good. Ginger: Good. Candied Filbert: Good. Glacé Pineapple: Good.

Butter Taffy: Good. Vanilla Nut Caramel: Good. Chocolate Gauach: Good.

Assortment: Good.

Remarks: This is a very attractive looking box of chocolates, something different. Candy is of good quality, neatly packed. One of the best packages of small chocolates the Clinic has examined for some time.

Review: This box was picked out of a number of good ones because the entire package was different. The quality of the candy was of the best, packing was different and while it was a layer box it was attractive. We find very few one layer boxes of chocolates that are outstanding. When the high priced packages "come back," a package of this kind will no doubt "go over." It is not an easy matter to get a different and attractive looking package of chocolates.

### Code 6D 34

(June, 1934)

Assorted Caramels-39c the lb.-Sold in bulk

(Purchased in a drug store, Boston, Mass.)

Appearance of Caramels: Good. Cellophane wrappers.

Plain Vanilla, Vanilla Marshmallow,

Vanilla Nut-Color: Good.

Texture: Good. Flavor: Good.

Plain Chocolate, Chocolate Marshmallow, Chocolate Nut-

Color: Good. Texture: Good. Flavor: Good.

Remarks: These caramels are some of the best examined by the Clinic this year and are cheaply priced at 39c the pound.

Review: We find all kinds of caramel, some are very poor eating candy while others that are cheaper priced are of better quality. These caramels were of good quality and made a good appearance with Cellophane wrappers.

> Code 6S 34 (June, 1934)

Vanilla Pecan Fudge—1 lb.—20c (Purchased in a 5c and 10c store, New York City.)

Sold in bulk

Appearance of Pieces: Good. A few pecans on top, none inside of piece.

Color: Good. Texture: Good. Flavor: Good. Pecans: Good.

Remarks: This is a good fudge for the price of 20c the pound.

Review: Fudge is one of the most perishable candies and seldom do we find a good fresh fudge, outside of some high grade retail stores. This fudge was bought in a chain store and was of good quality. At the price of 20c the pound this fudge is cheaply priced.

### Code 6W 34 (June, 1934)

#### Marshmallows-8 oz.-10c

(Purchased in a 5c and 10c store, New York City.)

Appearance of Package: Good.

Box: Open-face folding box printed in

red and blue, Cellophane wrapper.

Color of Marshmallows: Good.

Texture: Good.

Remarks: This is the best 10c halfpound package of marshmallows examined by the Clinic this year. A good, tender-eating marshmallow.

Review: This box of marshmallows were fine eating and had a good flavor. We find many marshmallows that may look good and eat good, but lack flavor. Flavor is one of the most important materials in all marshmallows.

### Code 7C 34 (July, 1934)

Assorted Gum Drops—1½ oz.—5c (Purchased at a candy stand, New

York City.)

Appearance of Package: Good; Cellophane wrapped, with printed red and gold seal.

Colors: Good.
Texture: Good.
Flavors: Good.

Crystal: None; sugared.

Remarks: This is a good 5c package of gum drops; flavors were exceptionally good.

**Review:** Any amount of gum drops can be purchased that are of the cheapest kind, in some cases they are unfit to eat. The above

package of gums was outstanding, one of the few good eating gum drops. We find some gum packages that contain as much as 3 ozs. for 5c, but the quality is poor.

### Code 7F 34 (July, 1934)

Jelly Sticks-2½ oz.-5c (Purchased in a cigar store, New York

City.)

Appearance of Package: Good; 15 sticks in a boat, Cellophane wrapped Colors: Good.

Texture: Good.
Flavors: Good.
Crystal: Good.

Remarks: This is one of the best jelly pieces examined by the Clinic this year.

**Review:** These jellies were a little different, made a good looking 5c package and were of good quality. We find very few good eating jelly pieces in five cent packages.

### Code 7W 34

(July, 1934)

### Pecan Bar-11/2 oz.-5c

(Purchased in a cigar store, Glen Ellyn, Ill.)

Appearance of Bar: Good; Cellophane wrapper, red and gold seal. Bar is made of vanilla fudge, center dipped in caramel and rolled in pecans.

Center: Good.
Caramel: Good.
Pecans: Good.
Taste: Good.

Remarks: This is a good eating 5c bar.

One of the best of its kind examined by the Clinic this year.

Review: We find very few good eating bars of this type. The quality was good, also the size. This bar was outstanding and was very good eating. The quality was good, also the size. It was neatly put up and was in good condition. The manufacturer no doubt takes a very small profit on this bar as raw materials of this kind are not cheap.

### Code 8R 34 (August, 1934)

Candy Coal—½ lb.—40c (Purchased in Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer, colored in gray, white,
black and gold. Picture in center of
a coal pail full of "coal."

This piece is a hard coated semi-caramel flavored with licorice, colored black, cut in small pieces. This piece is also made flavored coffee and moulded to look like a coffee bean.

Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is a very fine summer candy as it does not stick or grain. A good eating piece of candy and well made. Suggest a little more coffee flavor be used in the coffee pieces.

Review: This type of candy is one of the best Summer pieces to be put out. If made right, it will "stand up" in any kind of conditions. This piece was well made and was a good eating piece of summer candy. The price is a trifle high at 80c the pound.

### Code 8W 34 (August, 1934)

### Summer Pack-1 lb.-60c

(Purchased in a retail candy store, San Francisco, Calif.)

Appearance of Box: Good; one-layer buff color, brown grass ribbon used. Amber color Cellophane wrapper.

Appearance of Box on Opening: Good. All pieces wrapped in wax paper and in good condition.

Soft Coconut Taffy: Good.
Molasses Nut Chew: Good.
Soft Butterscotch Wafers: Good.
Licorice Taffy: Good.
Licorice Caramel: Good.
Coconut Paste and Jelly: Good.

Pistachio Nougat and Chocolate Caramel: Good.

Strawberry Nut Nougat: Good. Almond Nougat: Good.

Caramel and Taffy Whirl, Peppermint Kisses: Good. Jelly and Taffy: Good.

Jelly and Taffy: Good.
Molasses Kiss: Good.
Vanilla Caramel and N

Vanilla Caramel and Nougat: Good. Chocolate Nougat and Caramel: Good. Assortment: Good.

Remarks: This is one of the best summer boxes of candies examined by the Clinic this year. The candy is of good quality and well made. Cheaply priced at 60c the pound.

Review: To put out a good box of Summer Candies that will stand up is no easy matter; considerable thought has to be taken in packing and the kinds of candy used. This box was outstanding, candies were well packed and were of good quality. Assortment was good and well balanced.

#### Code 9D 34 (September, 1934)

### Pecan Nougat and Caramel— 2½ oz.—5c

(Purchased in a drug store, Boston, Mass.)

Appearance of Bar: Good. Printed Cellophane wrapper. Piece is made of nougat center dipped in caramel and chopped pecans on top.

Pecans: Good. Caramel: Good. Center: Good. Taste: Good. Remarks: This is a good eating bar. One of the best of this kind the Clinic has examined this year.

Review: This bar is one of the best of its kind, was good eating and well put up. The size was good and contained a good amount of nuts.

> Code 9E 34 (September, 1934) Penny-Ade—In bottle—1c

(Purchased in a candy store, Boston,

Appearance of Piece: New, different and novel. While this piece is not a candy, it is sold where penny candies are sold. The bottle is made of paraffin and filled with a fruit liquid, the idea being to empty bottle into half a glass of water and add sugar. Liquid is lemon syrup.

Color: Good.
Taste: Good for this price.

Remarks: This is something entirely new in a penny piece and no doubt will go over big with the kiddies. Each bottle has a tag on it with printed instructions of how to make the drink.

Review: While this piece is not a candy, it is different. A piece of this kind is something the kiddies will go for and it makes a fair drink.

Code 9H 34

(September, 1934)
Milk Chocolate and Peanut Bar—

5/8 oz.—1c

(Purchased at a candy stand, Nashua, N. H.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside white, printed paper outside.

Color: Good. Texture: Good. Taste: Good. Moulding: Good.

Remarks: This is a good 1c chocolate peanut bar.

Review: Penny pieces of this kind are mostly poor eating and tasteless. This piece was of good size, well wrapped and had a good taste.

Code 9Z 34 (September, 1934) Butter Ball—2 for 1c

(Purchased in a candy store, San Francisco, Calif.)

Appearance of Balls: Good. Printed wax wrappers.

Color: Good.
Texture: Good.
Flavor: Good.

Remarks: These are good butterscotch balls for the price of 1c.

Review: For hard candy penny piece, this piece was outstanding. It had a good taste, well wrapped and made a good appearance for a 1c seller. Code 9cc 34 (September, 1934)

Milk Chocolate Bar—7/16 oz.—1c (Purchased at a candy stand, Nashua, N. H.)

Appearance of Bar: Good. Inside wrapper of foil, printed colored glassine wrapper on the outside.

Size: Good. Color: Good. Texture: Good. Taste: Good. Moulding: Good.

Remarks: This is one of the best 1c pieces of milk chocolate the Clinic has examined this year.

Review: We find many penny pieces of chocolate, but as a rule they are of the cheapest kind of chocolate. This piece was good eating and had a good milk taste.

Code 9rr 34 (September, 1934)

Chocolate Cream Bar—13/4 oz.—5c (Purchased at a candy stand, New York City.)

Appearance of Bar: Good. Green foil wrapper, printed paper band.

Chocolate Coating: Good for this priced candy. Dark.

Vanilla Cream Center— Color: Good. Texture: Good. Taste: Good.

Remarks: This is one of the best cream cakes that the Clinic has examined for some time.

Review: Cream cakes are one of the oldest bars on the market, but seldom do we find a good one. This bar was the best the Clinic has examined for a long time. Size, quality and wrapping were of the best.

Code 10H 34
(October, 1934)
Salted Spanish Peanuts—
2½ oz.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Cellophane bag fastened by printed clip. Roast: Good.

Texture: Good.

Remarks: This is one of the best 5c salted peanuts on the market.

Review: Salted nuts and peanuts are good eating when made right, but in many cases the nuts are unfit to eat. These peanuts were of good eating, neatly packed.

> Code 10N 34 (October, 1934)

Butterscotch—1½ oz.—5c (Purchased at a newsstand, Boston, Mass.)

Appearance of Package: Good. Each piece wrapped in wax paper.

Box: Folding, printed in plaid colors.

Butterscotch— Color: Good. Texture: Good.

Remarks: This is one of the best 5c packages of butterscotch on the market.

Review: We find some very good eating 5c packages of chewy candies, but this package is outstanding. It was well put up, made a good appearance and was a quality piece of candy.

Code 10U 34

(October, 1934) Salt Water Taffy—Sold in bulk— 19c the lb.

(Purchased in a department store, Chicago, Ill.)

Appearance of Pieces: Good. Finger shape, wax wrappers.

Colors: Good. Texture: Good. Flavors: Good.

Remarks: This is a good eating taffy and cheaply priced at 19c the lb.

Review: This salt water taffy was well made and neatly wrapped. We find very few good eating Salt Water Taffies. In many cases flavors are poor, texture tough and the wrappers are stuck to the candy.

Code 10nn 34 (October, 1934)

Caramels—6 pieces for 1c (Purchased in a candy store, Philadelphia, Pa.)

Each piece wrapped in printed wax paper.

Color: Good.
Size: Good.
Texture: Good.
Taste: Good.

Remarks: This is a good eating 1c caramel.

Review: For a penny seller, these caramels were outstanding. These were well made and of good quality for a one cent seller. Size of the pieces were good and pieces were neatly wrapped. As a rule penny caramels are a poor eating piece of candy.

Code 11D 34 (November, 1934) Cherries in Cream—3 pieces— 1-1/10 oz.—5c

(Purchased in a general store, New York City.)

Appearance of Package: Good. Three cherries in a boat, printed Cellophane wrapper.

Chocolate Coating: Dark; good.

Cream: Good. Cherry: Good. Taste: Good.

Remarks: This is a quality 5c package of cherries and cream.

Review: For a five cent package of cherries, these cherries were of the best quality and well made. The coating was of the best, cream

had a fine consistency and cherry was tender.

### Code 11E 34 (November, 1934)

Assorted Dragees-1 lb.-74c

(Purchased in a department store, New York City.) Sold in bulk.

Colors: Good. Panning: Good. Gloss: Good. Taste: Good.

Center: Chocolate paste; good. Remarks: This is a very good eating

dragee and well made.

Review: We find very little high grade pan goods on the market. These dragees were of the finest. Were well made and were good eating. The chocolate center was well made and had a good flavor.

### Code 11L 34

(November, 1934)

Panned Peanuts, Raisins, Chocolate Hard Candy, Mint Creams -19c the lb.

(Purchased in a chain store (drug), New York City.)

Coatings: Light and dark: Good for this priced goods.

Centers: Goods. Taste: Good. Gloss: Good.

Remarks: This is a good mixture of chocolate panned goods and well

Review: This assortment of pan goods was exceptionally good for this type of centers. The coating had a good taste as did the centers. At the price of 19c the pound this panned goods assortment was cheaply priced.

### Code 11P 34 (November, 1934)

Chocolate Nut Fudge-1/2 lb.-30c

(Purchased in a drug store, Boston,

Sold in bulk. Color: Good. Texture: Good. Taste: Good. Nuts: Good.

Remarks: This is one of the best quality fudges the Clinic has examined

for some time.

Review: Fudge is one of the popular home-made candies. This fudge was well made, had a good fudge taste and contained a good amount of nut meats. Tasted as if it was made fresh cream.

#### TRADE MARKS

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

WEST KING, shelled and unshelled nuts. Use claimed since July 26, 1934, by The L. Demartini Supply Co., doing business as The L. Demartini Co., San Francisco, Calif.

ROYAL CLOVER, ice cream powder, cocoa, baking chocolate, gelatine powder, etc. Use claimed since July 12, 1934, by B. H. Rudo & Bro., Baltimore Md. more, Md.

GENERAL BRAND, su claimed since Feb. 21, 1933, sugar. claimed since Feb. 21, 1933, by General Sugar Estates, Inc., New York,

HER GRACE, cake. Use claimed since Oct. 30, 1933, by Wesco Foods Company, Cincinnati, Ohio.

HERSHEY'S NOT-SO-SWEET, chocolate. Use claimed since Jan. 4, 1934, by Hershey Chocolate Corp.,

1934, by Hershey, Pa.
Hershey, Pa.
OU, LA, LA, candy and frozen confections. Use claimed since May 16, 1932, by Matheos Bros. Ice Cream Co., Inc., Spencerport, N. Y. SPORTIES, cake. Use claimed

SPORTIES, cake. Use claimed since Sept. 10, 1934, by Ward Baking Company, New York, N. Y.
LA-TEX, shelled nuts. Use claimed since Sept. 20, 1933, by Louisiana-Texas Pecan Co., Inc., Shreveport, La. MAPLE HEARTS, candy. Use claimed since Oct. 4, 1928, by Frank Fuhrmann, Shelburne Falls, Mass.
FARM BELL, candy. Use claimed since November, 1900, by McCord-Stewart Company, Atlanta, Ga.
KARMELOFF, and picture of baby, bread, rolls, pies, cakes, buns and doughnuts. Use claimed since Mar. 31, 1934, by Paramount Baking Co., Inc., Decatur, Ill.

31, 1934, by Paramount Baking Co., Inc., Decatur, Ill.
BUY AMERICAN and picture of Uncle Sam, cocoa. Use claimed since Feb. 15, 1933, by E. & A. Opler, Inc., Chicago, Ill.
ZOOM and aeroplane design, cereal product made from wheat for use as a breakfast food, or in preparation of bread muffins. pancakes, crackers, bisbread, muffins, pancakes, crackers, biscuits and the like. Use claimed since Aug. 4, 1934, by Fisher Flouring Mills Co., Harbor Island, Seattle, Wash.

RICHARD SWEETS COMPANY, and design, candies. Use claimed since Aug. 30, 1932, by John Krugman, Brooklyn, New York.

Who's Who

(Continued from page 18) in 1909. Previously 12 years a Reynolds Tobacco salesman. He was born and raised in Davis County, N. C., is married and has two sons, W. E. Brock, Jr., and R. A. Brock.
He plays an active part in Chatta-

nooga enterprises. Maintains that his hobby and favorite sport is "work-ing"; likes most any food except meat; does not care for detective stories; confines his reading to current publications. He is a member of Mt. City Club in Chattanooga.

### Candy Clinic Review for 1934

(Continued from page 36)

find some that weigh 3 ounces and over selling for 5c that are not fit to eat. There are some very fine chocolate bars weighing 8 ounces that retail from 10c to 15c.

It is surprising, the quality we find in some one cent chocolate bars that weigh from 1/2 to 1 ounce. It would be a good idea if some of the 5c chocolate bar houses would purchase a few of the 1c bars and notice the quality.

### High Priced Goods on the Up Swing

In the May Clinic we examined assorted chocolates prices from \$1.25 to \$1.50 the pound. As we all know, these priced boxes have been very slow sellers the past few years. We can say the same about these boxes as we did the dollar boxes. High priced quality goods are on the "up swing" and the house that is putting out quality goods is laying a fine foundation for the near future.

We find some very fine \$1.50 boxes and again we find some that are sold at this price that are not even in the \$1.00 class. To build up a business of this kind calls for the finest kind of candy. Every care should be taken to make a box of this kind outstanding. Just a good box of chocolates will not do, it has to be dif-

### Marshmallows, Fudge, Caramels Still Abused

In the June Clinic we looked over marshmallows, fudge, and caramels—three of the most abused candies on the market. I often wonder what kind of raw materials are used in some of the samples examined. In fudge and caramels, we find all kinds of scrap; rank milk products, poor flavors and the rankest kind of There are very fine milk products on the market, also very fine coconut butters, etc., that are priced cheap enough to use in penny pieces, 5c bars or bulk goods. In many cases it would be better if no flavor were used, as some of it is rank.

Marshmallows are not as popular as they were a few years ago. At that time, we found marshmallows in shoe shine stands, gas stations, etc. The old price cutting started and that settled the marshmallow business. This year we find some good marshmallows, fairly priced and of good quality. Again, however, in many cases marshmallows are tasteless. Use plenty of flavor in marshmallows; a tasteless marshmallow is a poor eating piece of candy.

### Suggestions on Gums, Jellies and Undipped Bars

The July Clinic called for gums, jellies and undipped bars. Again we have two abused numbers in the candy business—jellies and gums. We find both of these numbers in all kinds of containers and at all prices. There isn't any consistency in the retail prices of gums and jellies. The same can be said about the quality.

Pectin has done wonders for both of these pieces. A very fine gum or jelly can be made cheaply using all or part pectin. Both of these pieces need plenty of flavors to make them taste good. Go easy on colors, some are colored so highly they do not look fit to eat.

Undipped bars are a dangerous piece of candy to put out. The line of these bars is small and very seldom do they go very far. Most of them get hard, dry out or toughen; in many cases turn rancid. Before putting out an undipped bar be sure to put it through the most severe tests or you will have considerable grief.

#### Tips on Summer Goods

Summer candies and packages were looked over in the August Clinic: During the hot weather, a good summer package can bring in some extra business.

In planning a box of this kind, pick out the pieces that will "stand up," and eat well in any kind of weather. It is best to wrap pieces that are not dipped or crystallized. Have a cool looking box top and use a moisture-proof Cellophane wrapper. A number of these boxes have pieces that are wrapped in moisture-proof Cellophane. This helps the appearance of the box when opened, also keeps the candy in good condition.

### Bar Quality Drops

The September Clinic called for penny pieces and bars. Of course, both of these numbers cover a wide field. It is very gratifying to find that the 3 and 4 ounce bars have disappeared, but, strange to say, the quality has not improved. When the National Recovery Act came along, some of these bars that were sold at a small profit, either had to go off the market or the quality be changed. As usual the quality was changed. We find some bars that had good coatings and good centers changed; the coatings first, and that not being enough the center was changed. These bars look the same but have not the quality they had.

It is a pleasure to pick up a number of bars made by a few of our old-time quality houses. For years, these houses have put out quality goods that remain the same, and strange to say these same houses are making money and always did. We often wonder why so many candy manufacturers have closed up. The one main reason is quality. There may be any amount of reasons, but quality comes first, last and all the time in the candy business, if a house is going to stay in the business over a long period of years.

### Cautions for Chewy Candies

Chewy candies and salted nuts were our topic for the October Clinic. We found some very fine 5c packages of chewy candies, neatly put up and of good quality. A number of butterscotch pieces have a rank butter taste. It is a different taste than a butter that has gone rancid. Some butter flavors are all right if used in low cooked batches but when used in a high cooked butterscotch the flavor turns bad. Most butter flavors are synthetic and unless every care is taken, these flavors go bad when put in high cooked candy.

#### Salted Nuts Still Slow Sellers

Salted nuts are still slow sellers in packages other than the 5c and 10c bags. We may say salted nuts are in the class of the \$1.25 and \$1.50 chocolates in regard to price, and goods in this price range are moving slow. The 5c and 10c bags in most cases are not up to standard. In many cases this is not the fault of the manufacturer but of the retailer who keeps them too long. Again, some of the nuts are not roasted right or a cheap grade oil is used.

#### Home Mades, Cordial Cherries, Panned Goods

Home mades, cordial cherries and panned goods were called for in the November Clinic. For good home made candies we have to go to the small retail stores. It is almost impossible for a wholesale manufacturer to put out a home made box and make a success of it. This type of candy has to be turned over quickly.

Cordial cherries are not as popular as they were a few years ago and all that can be said is, another good piece of candy has been "killed" by cheap, rank candy. We find cherries coated with something that looks like chocolate but tastes like anything but chocolate. In fact, some of these coatings taste as if they were made of sugar, cheap coconut oil and some black color. Cherries are hard and tasteless. On some of the boxes the name is cordial cherries, but the cream is hard and tough; no sign of a cordial. We find a 5c box or two of cherries that are fine eating quality goods. Of course, these are put out by a quality house.

We find a great variety of panned goods in the medium priced goods but the high class panned goods are hardly seen at all. Very few retailers handle good Jordan almonds or dragees. There are some good panned raisins, nuts, etc., but this is a long way from the fine high grade panned goods that most good retailers handled a few years ago. Of course, good pan goods are high priced and, no doubt, that is the reason.

I want to extend to all our readers and friends the Season's Greetings, and a prosperous and profitable New Year.

Yours for Better Candy, ERIC LEHMAN.



### The New "Best Seller" In Your Finest Assortments

FEATURE these new candies in your finest assortments. Their quality fits them for any companytheir cost gives you a fine profit. Their attractive color, tender consistency and delicious taste make them sell and repeat anywhere.

The brilliant colors and tart, tangy taste of Exchange Citrus Pectin Jelly Pieces add new eyeand-taste-appeal to the finest assortments. And at the same time a liberal use of these pieces in their many attractive combinations brings your costs down, for Exchange Citrus Pectin Candies are inexpensive, easy to make and add dignity to any assortment. They require no dry room and no new equipment. They can be removed from starch molds and packed within 24 hours.

Make them up iced, sanded, crystallized, or chocolate coated. Use in combination with fruits, nut meats, nougat or marshmallow.

### **Exchange Citrus Pectin gives** you these 7 advantages in your Jelly Goods:

- 1. Clearer, more sparkling
- 2. Truer to taste
- 3. More natural
- . 4. More refreshing
- 5. More tender
- 6. FRESHER-longer AND
- 7. No need for Dry Room.

Average your costs down - and your profits up-by featuring Exchange Citrus Pectin confections. Send coupon NOW for trial order.

Formulas and full instructions with every order. MAIL TO-DAY.



5. Chocolate Coated

Pectin Jelly.

### CITRUS PECTIN for CONFECTIONERS

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### What's New ....

# With the Associated Industries

### Shellmar Holds National Convention Following Removal of Sales Offices

THE sales Convention of the Shellmar Products Company, creators, designers and multi-color printers of cellulose packaging, was held December 12 to 14 at the Union League Club, Chicago. The event was headed by B. W. Martin, president, and J. O. Moore, director of sales.

A unique program of sales expansion, extensive research, outstanding new developments, together with complete advertising and sales promotional schedules for 1935 was outlined.

The Shellmar General Sales Office was moved to 224 S. Michigan avenue on December 1, where a private display room is also provided for the convenience of those desiring to study modern trends in printed cellulose packaging.

### Paper Box Machinery Sub-Code Authority Discusses Trade-in Allowances

THE Sub-Code Authority of the Paper Box Machinery Industry and Trade held its third meeting on Tuesday, November 20, at Hotel Commodore, New York City.

Officers and Members of the Sub-Code Authority are: G. Z. Sutton, Chairman, Stokes and Smith Co., Philadelphia; C. H. Lambelet, Vice Chairman, New Jersey Machine Corp., Hoboken, N. J.; C. J. Beck, Charles Beck Machine Co., Philadelphia; R. Minkow, Hobbs Sales and Service Co., New York, and O. P. Schultz, John T. Robinson Co., Hyde Park, Mass.

As the provision regulating trade-in allowances expired December 1, a sixty day extension has been applied for, in order to permit time in which to prepare the maximum trade-in allowance on machines of each type.

### Changes in Mundet Branch Addresses

FOUR branch offices of the Mundet Cork Corp., 450 Seventh avenue, New York City, have recently changed addresses in their respective cities, as follows: Cincinnati, Ohio—427 West 4th street.; Detroit, Mich.—335 West Jefferson street; Memphis, Tenn.—Medical Arts Bldg., and Philadelphia, Pa.—2228 Arch street.

### Robert Gair Old-Timers Meet

PAST and former members of the Robert Gair Company, Inc. organization held the second annual dinner of the "Gair Old Timers" at the Hotel New Yorker recently. The event brought together more than 165 men who are now in the organization or who have served for varying periods in the past, including some who began with the company as far back as the 1870s.

### Reynolds Offers Super Bright Foil; Metal Bags Now in Mass Production

A NEW metal foil, known as Super Bright Master Metal, has recently been put on the market by the Reynolds Metals Co. This foil, which has a more brilliant finish than any hitherto known, is particularly adapted to the packaging of candy, and other products requiring maximum display-value at point of sale.

The successful large-scale manufacture of flexible metal bags for candy and other perishable food products has finally been accomplished, according to another announcement by the Reynolds Metals Co.

Metal bags, composed of finely-rolled metal, mounted to a variety of papers, combine the light and moisture protection of the metal container with the flexibility and economy of popular flexible wrapping materials.

The light-proof and moisture-proof features of the metal bag make it particularly applicable to the packaging of candy, nuts and other food products subject to deterioration through rancidity, moisture-absorption, moisture-loss, and insect infestation.

### New Package Awards for Show Entries Close February 4,

A NEW series of awards to honor outstanding achievements in new and re-designed packages during the past year have been instituted by the American Management Association, it is anounced by Alvin E. Dodd, Executive Vice-President of the association.

The new awards, to be known as Awards of Distinctive Merit in Packaging Design will replace the "Honorary Awards" of competition in previous years, and will accord greater recognition to the outstanding package of the year in each major packaging division.

Eligible for entry in the competition is any package developed and placed on the market between January 1, 1934 and January 1, 1935. Entries will be in fifteen classes. To the most distinguished among the fifteen winners will be awarded the Irwin D. Wolf Trophy.

The 1935 competition will be held in conjunction with the Fifth Packaging Exposition, to be held at the Palmer House, Chicago, March 5 to 8.

Judging of entries will take place in New York City approximately one month in advance of the Exposition, on February 8. Entries must be received before February 4. Administration offices of the A. M. A. Packaging Awards are at 232 Madison avenue, New York City.

The fifteen classes of packages distinguished in the contest are: metal containers, glass containers, moulded plastic containers, wood containers, tubes, visible display packages, paper bags and envelopes, set-up boxes, folding cartons, canisters, family of packages, display containers, packages displaying merchandising ingenuity regardless of adaptation of art, shipping containers, and miscellaneous containers.

# SELECTIONS FOR YOUR NEEDS

### Savage Guaranteed Rebuilt Equipment

Attractive Prices - - - Prompt Delivery

Chocolate Melters, 150 lb. to 2,000 lb. capacity.
Chocolate Refiner, 5-Roll National, Water-Cooled Rolls.
Bausman Disc Refiner, complete.
W-8 Bausman Disc Process for Liquor with Hopper and

Elevator.

National Six-Division Cracker and Fanner.

National Six-Division Cracker and Fanner. National Four-Pot Conge. Lehmann Twin Cocoa Mill. Lehmann 6' Chaser with Granite Rollers. Lehmann 6' Melangeur with Granite Rollers.

Syrup Coolers, 600 and 1,000 lb. National, 400 lb. Werner. Cream Beaters, Ball, 4', 5' and 7', Dayton 3' and 5'. Cylinder Beaters, Dillon, Jacalucci, and Werner. Cream Breakers, 50 Gal. Springfield, 25 and 35 Gal. Werner.

Simplex Starch Bucks, Wood and Steel. No. 2 Springfield Depositors. Also Racine. Pump Bars for Steel Mogul Depositors. Starch Printers, Springfield and Racine. Colseth Lift Trucks. 1434"x32" Outside Starch Boards. Cut-Rol Cream Center Maker. Friend Hand Roll Machines, Dreadnaught and Model "F".

Forgrove Foil Wrapping Machine.
Model "K" Kiss Cutter and Wrapper.
Ideal Caramel Wrapper, 1" Special, 76" Senior.
Caramel Cutters, Mills, Racine, and Savage.
Caramel Sizers, Racine, late type, belt drive.
Nougat Cutters, Mills and Racine.
Steel Water-Cooled Slabs, 3'x6', and 3'x8'.

National Continuous Cooker, complete. Simplex Steam Vacuum Cooker, also Gas Type. Hildreth Form 3, Style "D" Puller, motor drive. Racine Automatic Sucker Machine.

Marshmallow Beaters, 80 Gal. Savage, 50 Gal. National and Werner. Day and Hobart Beaters, 80 Qt., 4-Speed. Copper Steam-Jacketed Kettles, 10 Gal. to 150 Gal. Capacity.

### OVER 1500 ITEMS ON DISPLAY

Write or wire for quotations on equipment you are interested in.

### SAVAGE BROS. CO.

2638 Gladys Avenue

Chicago, Illinois





REFERENCE AND PRICE LIST.—This is the November-December 1934 price list for the manufacturing trades. Issued by Dodge & Olcott Company, New York.

PREPARING SHIPMENTS TO BRITISH COUNTRIES.—Documentary requirements and customs regulations. Issued for 20c by the Superintendent of Documents, Washington, D. C.

**MONSANTO CURRENT EVENTS.**—A well illustrated 32-page publication house organ giving current information about their products. Issued by Monsanto Chemical Co., St. Louis, Mo.

CATALOG AND PRICE LIST.—November-December 1934 price list of Magnus, Mabee and Reynard, New York City.

**CONFIDENTIAL** REPORTS. — Volume 1, Number 1, of a service issued by Stroud Jordan Laboratories, New York.

A NEW "DEFINITION" BY ONE OF THE CHOCOLATE INDUSTRY'S LEADING AUTHORITIES.—A leaflet issued by American Lecithin Company, Elmhurst, L. I., New York.

"33 SECRETS OF GIFT WRAPPING."—This colorful and instructive 16-page booklet describes and

illustrates a number of ways in which Cellophane Sheets, Ribbon and Scratch Cellulose Tape can be used effectively and artistically for decorative purposes and for novel and practical package and gift wrapping and tying. Copies will be furnished free of charge to those addressing Freydberg Bros., Inc., 45 West 18th St., New York City.

### Southern Jobbers Active

WIDE-SPREAD interest in the campaign for increasing the membership of the Southern Wholesale Confectioners' Association is reported from all sections of the South, according to an announcement by the Executive Committee of the Association. The S. W. C. A. now has 300 of the leading jobbers.

Membership in the S. W. C. A. carries with it membership in the national jobbers' organization, the Federated Wholesale Confectioners' Association of America,

Operation of the Wholesale Confectioners' Code in the western part of Kentucky has just been started, according to an announcement by C. M. McMillan, Executive Secretary for the Southern Code Authority.

Tom Merritt, well known Southern candy salesman, for many years with Brock Candy Company, Chattanooga, Tenn., and more recently with Huggins Candy Company, Nashville, Tenn., who has been confined to a hospital for the past several months, is rapidly recuperating.

# Salesmen's Slants . . .

### News and Personals from the Men on the Road A Monthly Feature by Franklin, Trager, Hoffmann

DAVE TRAGER, Broker, Speaking from Detroit, Mich.

ALES of confectionery in the Michigan territory were still off in November, in comparison to the same month in 1933. The automobile factories had not swung into action on the 1935 models on a production schedule, as they only were producing show models.

The month of December in the city of Detroit should prove to be one of the best in a number of years. Not only because of the fact that Christmas items will have the call, but one of the largest banks in this city that has been closed since February, 1933, will pay off 84 million dollars between December 1 and 21. This naturally will stimulate business to a point where the writer thinks there will actually be a shortage of candies among the jobbers in this city.

Department and syndicate stores have had Christmas displays shown since November 25, which is one week earlier than former years.

The Southeastern Michigan Confectioners' Jobbing Association held its annual Keno Party at the Detroiter Hotel on November 21. Three hundred and fifty guests were present, and an unusually nice time was had by all present.

Ivan B. Newman, of the Newman Candy Co., New York City, was a visitor in the city of Detroit late in November.

J. S. Bates, Gen. Sales Mgr. of Smith Bros., Pough-keepsie, N. Y., was a recent visitor in Detroit. He spent the day with J. J. Dehm, who represents the Smith Bros. Co. in Michigan.

Ed. Donnelly, Sales Mgr. of the Quaker City Chocolate & Confectionery Co., was a recent visitor with the Detroit trade. Ed. was formerly connected with Brandle & Smith, Philadelphia, Pa., for a good many years.

J. A. Dillon, who was connected with the National Candy Co. for 16 years, up to January, 1930, is back with his old love. Art now represents the National Candy Co. Consolidated factories of St. Louis in the Michigan territory. He ought to go to town with the line.

The Charlotte Candy Co. of Charlotte, Mich., of which John Collizzi is owner, recently opened a branch

Dave Trager Sales Representative, Detroit, Michigan



at Lansing, Mich., the name of which is the Lansing Candy Co. Well, John, all the boys wish you well!

The lid is off at Grand Rapids, Mich. Prices quoted to the retail trade for confectionery range from 65c per box up to 69c. It seems that some jobbers do not need a profit, or that other jobbers do not want to see their competitors make a profit, thereby denying themselves a profit. It is hoped that the jobber who caused the break at Grand Rapids will soon see the error of his ways.

An example of co-operation and good business is shown by an incident that took place in the Detroit market during the month of November. A large manufacturer offered the jobbers in Detroit a sliding scale of extra discounts on quantity purchases. This offer was turned down by all the jobbing trade, as they did not think it advisable to allow one manufacturer to start something that was sure to be followed by a number of other manufacturers. Inasmuch as the jobbers in this market have been making a fair profit for the past 17 months they did not want anything to come up that might be the means of upsetting the apple cart.

Which goes to prove that all that is needed in any market, in order for the jobbers to make a profit, is good common business sense and co-operation upon the part of competitors. Then everyone gains!

A meeting of the Wolverine Candy Club was held at the Norton Hotel, Detroit, on Friday, December 7. A large attendance was had, and some interesting discussions were held. This is the last meeting of the year, and preparations were made for the annual meeting and election of officers which will take place on Friday, January 4, at 8 P. M. The place, Norton Hotel, Detroit.

Let's talk quality in 1935, and help the jobber merchandise. It will be a step in the right direction for this grand old industry.

### C. RAY FRANKLIN, Speaking from Kansas City

THE weather throughout the Middle West has continued warm, with an average or more of rainfall for this season of the year. The jobbers have been complaining about the slow sale on candy, and have attributed it to the warm weather. I believe, however, the real reason is that the jobbers had sold the retailers in a rather big way, and they have not disposed of the goods on hand and with the sale of bulk candy on now there is naturally a slump in the count goods.

The Nebraska Candy Jobbers' Association held their Annual Meeting a few days ago in Omaha at the Conant Hotel, where the following officers were elected for the coming year:

W. H. Karnett, of The Karnett Cigar Co., Omaha. President; Carlton Woodward, of John G. Woodward



C. Ray Franklin Kansas City, Mo.

Co., Inc., Council Bluffs, Iowa, 1st Vice-Pres.; M. A. Venger, of M. Venger & Sons, Omaha, 2nd Vice-Pres.; E. S. Stebbens, Sec'y-Treas.

The organization has a number of constructive plans in the making for the coming year which they hope to conclude.

The Kansas City Candy Jobbers' Association met a few days ago in their annual meeting, when the following officers were elected for the coming year:

Geo. P. Booth, of C. L. Clark Co., Excelsior Springs and Kansas City, Mo., President; Milton Morganstein, of Quality Candies, Inc., Kansas City, Mo., Vice-Pres.; Geo. G. Schwartz, of Schwartz Mahoney Cigar Co., Kansas City, Mo., Sec'y; Ed. Cromwell, of Cromwell Fruit & Commission Co., Kansas City, Mo., Treasurer; E. S. Stebbens, Asst. Sec'y in charge of field work.

The association has shown more activity recently than at any time for many months; in fact since its organization, and the officers report that they have a plan in



GREETINGS

AND
BEST WISHES

for
THE NEW YEAR

from the

## NULOMOLINE

SALES AND SERVICE DEPARTMENTS

May we work with you in even closer cooperation in your efforts to produce finer, more wholesome and tastier candies.

We want you to feel that the staff of chemists and practical candy makers in our laboratories and miniature candy factory are at your service. They know, through experience, the problems which confront you. Many times they have shown confectioners how to increase their business and profits by improving their lines and production methods. Start the New Year by using Nulomoline and Nulomoline Service. There is no substitute for Quality.

NULOMOLINE FITS INTO ALL CANDIES AND MAKES THEM ALL BETTER.

The

### NULOMOLINE COMPANY

109-111 Wall Street



**New York** 

Western Office: 333 No. Michigan Ave., Chicago, III.

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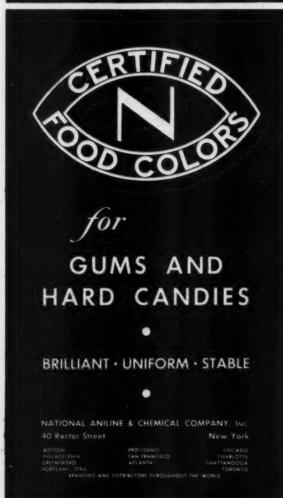
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mind to put in effect which will greatly help their standing among similar clubs in the country.

Mr. Jim Ferrel, of the Ferrel Candy Co., Kansas City, Mo., who is working night and day filling orders for his Fairmade Bar-a real bar of quality which he sells exclusively to the jobbing trade-gave me the following:

"A will of his own helps a young man to succeed, which no one can gainsay, but the will of a grandfather is not to be sneezed at!"

Mr. M. Venger, of M. Venger & Sons Tobacco Co., Omaha, and his buyer, Mr. Hymie Zorensky, are alike in that they enjoy good stories, and also enjoy telling them. I happened to be there a few days ago and Moe told the following:

6

She: "What are you thinking about?" He: "Same thing you are."

She: "Why, you terrible thing!"

Bob Keppel, of Keppel-Ruof, Inc., Lancaster, Pa., is a good friend of mine; at least I consider him so, and let it go at that. Bob sent me the following a few days ago, knowing I grow stale for the want of new items, etc. Here it is:

He: "If a man steals, no matter what, he will live to regret it."

She (sweetly): "You used to steal kisses before we were married.

He: "Well, you heard what I said."

This month's column seems to be devoted almost entirely to conventions, annual meetings, etc., but as the year is so near at end we can expect these happenings, as they do each year. I cannot close without saying a few words in behalf of the Western Confectionery Salesmen's Association, which holds its Annual Convention in Chicago at the Medinah Athletic Club. The boys have a marvelous program planned, which not only includes entertainment but a lot of real hard constructive business. I can say "hard constructive business" without fear of contradiction as I am no longer an officer but an "ex," so those in charge this year will have to stand for my remarks. No foolin', the Western is not only growing each year in numbers, as to members, but in constructive ideas for the betterment of its members.

### This Happened in the Candy Industry!

SALESMAN-"What do you think of my new piece? I know you'll think it's wonderful!"

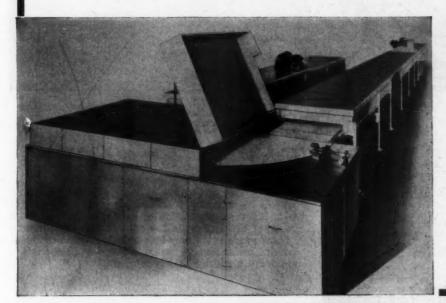
CUSTOMER-"Yes, but how can you give so much for the money?"

SALESMAN-"Honest to God, I lose money on every box, but I sell so much I don't notice it!"

G. E. Shepherd, formerly of Schutter Johnson and Marshall Candy Company, Chicago, is now director of sales for five midwest states for Nutrine Candy Company.

W. F. Sherrill of the Nutrine Candy Company, Chicago, has been appointed a member of the fraud prevention committee of the National Association of Credit Men.

# Turn your production line . . . get more and better cooling



The use of a Turn-Table to turn the flow of your production line is the best method for relieving the congestion of peak production problems. If restricted space prohibits goods from moving in a straight line, install a Springfield Turn-Table and secure adequate automatic cooling.

# SPRINGFIELD Turn-Tables

are of two types, 90° and 180° turns, and solve many problems of cooling and conveying. Get in touch with us for further information.

National Equipment Co. SPRINGFIELD, MASS.

### Add These to Your Library on Candy Information

REPRINTS are available of the articles appearing in The MANUFACTURING CONFECTIONER. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—25 cents each.

Forthcoming booklets in The MANUFACTURING CONFECTION-ER'S current literature library will include such subjects as:

Production methods, materials, equipment, plant operations, packaging, distribution, sales, merchandising, and other subjects.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whymper, an international authority on chocolate manufacture.—\$2.50 per copy.

Send for your copies now!

The Manufacturing Confectioner
1140 Merchandise Mart Chicago, Ill.

# IDEAL

### **WRAPPING MACHINES**

Ideal Wrapping Machines were designed to meet the needs of those large and small manufacturers whose requirements demand rapid handling along with dependable and uninterrupted operation. The service record of every IDEAL sold proves the absolute reliability of this equipment. Each machine carries our unqualified guarantee that it is mechanically perfect.

Two models are available. The Senior Model which wreps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute.

Candy manufacturers will find these machines excellently adapted to their most exacting requirements. Write for complete specifi-

cations and prices.



### **IDEAL WRAPPING MACHINE CO.**

EST. 1906

MIDDLETOWN, N. Y. U. S. A.

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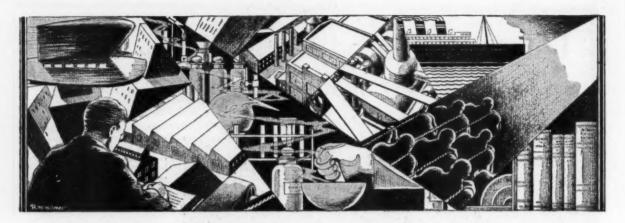
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# Monthly Digest of CURRENT TECHNICAL LITERATURE

### Report on Coloring Matter in Foods



C. F. Jablonski, J. Assoc. Official Agr. Chem., 17, 195-6 (1934).

A COLLABORATIVE study was made on the detection and identification of certified food colors, viz.: tartrazine and orange I, annatto, and Yellow AB and Yellow OB. The results showed that little difficulty was experienced in identifying annatto, or in separating and identifying Yellow AB and Yellow OB. Difficulty was experienced in identifying traces of tartrazine and orange I.

### Banana or Pisang Flour



W. Spoon. Ber. Afdeel Handelsmuseum Kolonial Inst. No. 84, Indische Mercuur 57.

THE vitamin content of banana flour corresponds approximately to that of whole wheat flour, but is less than that of the fresh ripe fruit; in other respects the flour is an easily digested starchy food. This flour should interest confectioners as a raw material.

### General Survey and Investigation of Agar



Arao Itana. Ber. Ohara landw. Forsch. Japan, 6, 59-72 (1933).

AIR dried agar contains 23% water, 2.4-3.8% ash, 1.4-2.0% crude protein, 16.1-25.1% crude fiber, and 53-73% soluble nitrogen free compounds, of which about one-third is the simple sugar galactose. The

yield of agar is 25-35% of the air dried seaweed of the Gelidium family, from which it is prepared, contain 430-800 parts per million of iodine, while commercial agar of the first grade has only 12 parts per million. (Low grade agars may be a valuable means of introducing iodine into confections possessing dietetic utility in areas in which goiter is prevalent.)

### Methods of Determining Sulfur Dioxide in Food Products



I. A. Oberhard, A. D. Lebedev, G. F. Goldberg, A. N. Moshkova and E. V. Oshrina, Schriften zentral Forschungsinst. Lebensmitt elchem. (U.S.S.R.) 3, 337-60 (1933).

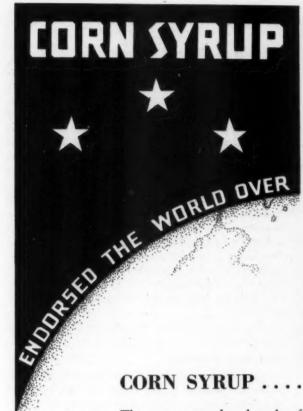
A METHOD is described for identifying 11 of the most important preservatives and sweetening substances. Exact methods of procedure are given for the investigation of sirups, fruit juices, marmalade, milk fats, etc. The sensitivity of the method varies between 0.01 and 0.001%. Particular importance is laid on the separation of the individual substances in dealing with mixtures of preservatives. The separation is described in detail for all the substances.

### Some Newer Aspects of Glycerol



Kenneth Hoover, Oil and Soap, 11, 69-71 (1934).

THE application of glycerol to food uses is likely to become of increasing importance. Previous studies have proven that glycerol is acceptable as a food in the animal organism, and is without adverse subjective effects in human beings up to amounts of 110 g. glycerol per day to the diet.



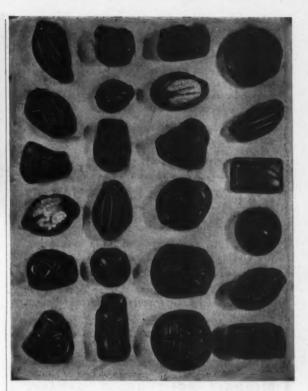
The most popular brand of syrup, made by the Corn Products Refining Company, for infant feeding (Karo) consists substantially of corn syrup and for this reason enjoys the widest acceptance of the medical profession and dietitians.

If you want your candies to stand high in consumer acceptability, use the corn syrup whose purity and wholesomeness is guaranteed by the world's largest producer of sugars and syrup made from American corn.

Manufactured by

### CORN PRODUCTS REFINING CO.

Makers of "CERELOSE" PURE DEXTROSE—A REFINED SUGAR New York City 17 Battery Place



N TEXTURE, flavor and color, Hooton's Chocolate Coatings meet the requirements of the most exacting. Nowhere will you find chocolate coatings of finer basic quality. Moreover, you will discover that Hooton uniform high quality is not an accident-that you can depend on it year in and year out. You will learn that these coatings help not only to win business, but to hold it. We should like to send samples.

## HOOTON CHOCOLATE CO. NEWARK, NEW JERSEY.

WAREHOUSES LOCATED AT CHICAGO DETROIT TOLEDO CLEVELAND



### **AVOID LAWSUITS**

Splinters, slivers, chips and other foreign material get into your goods from fibre, linoleum, cardboard or wood caramel cutting boards. Disagreeable and expensive lawsuits are a result.

Take no chances! For cutting caramels, nougats, centers and all other cutting, use

### BURMAK NEW TYPE CUTTER BOARDS

They will not splinter, chip or fray out!

They are firm, smooth and uniform in thickness!

The treated laminated construction means longer service and less wear on the cutting knives.

The BURMAK Caramel Cutter Board is the "standard" for leading manufacturing confectioners.

No. AC18 18" x 18" Always in Stock No. AC20 20" x 20" Always in stock

Also any special sizes.

WRITE FOR FREE SAMPLE

### BURRELL BELTING COMPANY

403 S. HERMITAGE AVE. - - - CHICA

### Ideal for EASTER

Cordial Chocolate Fruits to give your Assorted Box Color, Freshness, Life, and Variety in keeping with the spring season.

### **BLANKE-BAER DIPPING FRUITS**

Pineapple Cubes Strawberries Raisins

Peach Cubes Apricot Cubes Native Cherries

BLANKE-BAER EXTRACT & PRESERVING CO. 3224 S. Kingshighway St. Louis, Mo.

### Reprints ...

of articles appearing in The Manufacturing Confectioner may be obtained in quantities of 100 or more for the cost of printing. Useful for mailing to your customer list, or any others whom you may wish to interest in the subject covered. Write for prices to:

THE MANUFACTURING CONFECTIONER
1140 Merchandise Mart Chicago, Ill.

### The Annual Overhauling and Inventory

(Continued from page 32)

### Materials and Product Inventory

Along with overhauling comes the annual inventory. Raw materials, goods in process and finished product on hand are weighed, measured, marked and written up. Care should be taken to be certain the inventory is accurate and complete, as an incomplete inventory is as useless as last week's newspaper. Whoever does the checking should check the list and also mark the items in the room with chalk. We must take the guess out of inventory.

Your raw materials on hand should be worth as much as when purchased, provided the various items have been kept under proper conditions; namely, nuts and fruits in cold storage as much as possible, and chocolate in a cool, dry place.

Flavors should be kept in an even temperature which does not exceed 60 degrees, and preferably in the dark. Thus only the daily supplies will be exposed to the light and heat.

Of course good quality materials will show up best at inventory time.

### Equipment Inventory

The equipment inventory is likewise made now. This is just as essential as any inventory. Replacements have been made, and machinery sent out for repair. We must find out where everything is and be sure it is on the premises or accounted for. This is essential to a knowledge of plant value and overhead costs.

Fans, pumps, motors, tools, and other small pieces easily disappear when not organized and accounted for. At the same time a lot of money can be spent on pieces and parts that are already on hand.

We find that when employees know that the things they use must be accounted for at the end of the year, they are careful in handling them. When equipment has been charged up to a department, at the end of the year you want to know that it is still there or properly accounted for.

If everything purchased is written in and checked out during the year, the annual inventory is greatly facilitated.

### Open Price Plan

Manufacturers who sell to independent retailers have been notified that starting December 5, 1934, and from that date thereafter, Dun and Bradstreet will furnish to the Code Authority for the Wholesale Confectioners' Industry complete copies of all their price lists, covering such sales.

### Open Price Plan to Be Continued

The Code Authority agreed to enter into a written agreement with Dun & Bradstreet for continuation of their handling of the filing of prices under the Open Price Plan on the basis of present existing arrangements, such agreement to end June 16, 1935.

### Legal Aspects of Resale Price

(Continued from page 31)

cares to do business. The dealer is entirely free and may use his own judgment as to whether or not the manufacturer's policy suits him. If the dealer does not care to observe the policy he can discontinue his relations with the manufacturer, and, on the other hand, if he considers the policy fair, he may observe the same.

The manufacturer has the unquestioned right to do business with whom he pleases. If a distributor ignores the manufacturer's policy, it may be accepted as evidence by the manufacturer that the dealer is not sufficiently interested in the manufacturer's line. It is the dealer's right in the absence of code restriction to sell the merchandise at any price, but it is also the manufacturer's right to discontinue dealings with such dealer by refusing to supply further merchandise.

In conclusion, I cannot emphasize too strongly that the plan can be successfully operated only if it is free from co-operative action. This means co-operative action between the manufacturer and his distributors. It is not co-operative action for the manufacturer to announce his resale policy and for the distributor to observe the same.

EDITOR'S NOTE:-As Mr. Burger has pointed out. disgruntled distributors may attempt to entrap the manufacturer who has adopted a Resale Price Maintenance policy into admissions and compromises contrary to his true intention.

Also carelessly, and in haste, employees without legal training may make statements contrary to the intent and purpose of the manufacturer when he adopted a Resale Price policy.

For these reasons all correspondence pertaining to maintenance of resale prices should be answered by a competent attorney. Normally, there should not be much correspondence, and therefore the expense of such handling should be slight, and certainly what little expense is involved will be justified by the knowledge that the correspondence has been handled correctly.

### Mars Expands Plant

ADDITIONS to the plant of Mars, Inc., Chicago, costing about \$200,000 for buildings and equipment, are now under way. According to W. L. Kruppenbacher, general manager, one unit will be used for a box factory, in which Mars will make all their own boxes.

The 7th Annual Stag Banquet sponsored by the Confectionery Clubs of Baltimore, Md., will be held at Lord Baltimore Hotel, December 15. T. Donald Elliott, 800 E. 33rd St., is chairman of the committee, which includes salesmen, jobbers and manufacturers. The latter are represented by John K. Dockman, Frank Uhlenberg, and T. V. Watts. Many from out of town are expected.

An open letter to 20 leading bar goods manufacturers was sent by the Keystone Jobbers Assn., centered at Scranton, Pa., in a new campaign against the 3 for 10 evil.



### AWAY GOES THE OLD YEAR.

GANGWAY for 1935

and away with uncertainty in the quality and "safety" of cream centers. Banish the fear of drying and fermentationtake no chances.

PLAY SAFE . . .

USE

Convertit is the pioneer invertase, used for years in hundreds of candy plants, accurately functioning in controlling the quality and texture of cream centers.

> ALL CREAMS NEED THE PROTECTION OF CONVERTIT

The

### NULOMOLINE COMPANY

**Exclusive Distributors of CONVERTIT** 

109-111 Wall Street



Western Office: 333 No. Michigan Ave., Chicago, III.

### Sales Manager

Are your salesmen handicapped by offering unsightly chocolate goods, tough marshmallow or hard candy stuck together?

### Plant Superintendent

Are your production capacities low and operating costs high, due to obsolete inefficient cooling equipment?

### Phone or Write Us

A qualified representative will call, survey your conditions and make proper recommendations.

### Economy Equipment Co., Inc.

Specializing in

Air conditioning, cooling and drying equipment
for the confectionery and biscuit industries.

6835 WENTWORTH AVE.

CHICAGO

BOSTON

LANCASTER

ST. PAUL



### Modern Machinery

(Continued from page 26)

type of heat-resisting steel and need only be dressed on an average of once in five years.

The new 5 Pot Cocoa Press now in use in several chocolate plants represents a simplification and improvement of design over previous (10 pot) models. It makes it possible to set the presses in close rows, all operated from one side, requiring half the floor space. A single set of pots, filler valves, liquor lines, etc., gives a greater production with more uniform temperature conditions, more uniform pressing and product. The simplification of design, too, has made possible a lower price for the machine.

And so we might go on and on citing many changes and advancements in candy making as expressed in machinery developments. In some cases old equipment has been rebuilt and partially modernized by adding or incorporating some of the newer features. In every case the question of what shall we buy in equipment takes us right back to the needs of the individual factory and type of goods produced.

In reality, it is not entirely a question of new machines as much as it is the need to understand just what we are buying when we do purchase any equipment. The equipment engineer, representing a reputable established manufacturer, is your best guide—but knowing your own needs is paramount to the initial cost of the equipment.

### Selling in Terms of the Dealer

(Continued from page 28)

men completely. They bog completely down in a round of toil, and think they are doing a job, no matter how they go about it.

The writer has actually met men who were so proud of their honesty, neatness, and hard plugging, that they felt they didn't need anything else. They are what he calls "virtuous failures." They don't get orders, but they do keep their nails clean, and wear pretty cravats, and smile happily at their buyers.

A salesman should have all these virtues quite automatically. He should have them just as his product should have good design, just as it should be fairly priced. Then, let the selling begin, both for the product and the salesmen.

So far as the writer knows, if prizes in life are to be awarded for these animal virtues, the prizes would go to army mules. He knows they work hard, they are strictly honest, and any soldier can swear they are well-groomed. Some of them are reported to have excellent "personalities" and they are quite polite, even when roughly treated. He has never heard one swear back at his driver.

Yep. Let's all have the old animal virtues. And then get busy with human stuff.

### Trends in Candy Manufacturing Industry

(Continued from page 21)

The series on candy sales shown in the center section of the chart was compiled from figures given by the Bureau of Foreign and Domestic Commerce representing about 80 per cent of the total candy sales by manufacturers. These sales were reported in terms of dollar volume, and it may seem that since wholesale selling prices of candy have declined only slightly the tonnage production of candy dropped considerably during the depression. An examination of the underlying conditions in the industry will show that this was not quite the case. About 50 per cent of the candy produced is "bar goods" and "count goods," both of which sell at a relatively fixed retail price. Instead of reducing prices on such items, manufacturers increased the sales unit of weight of the product. As a result the index of candy sales during the past three or four years gives no indication of the physical volume of production. It is certain, however, that in terms of physical units, a current index of candy sales would compare more favorably with earlier years than the index shown on the chart.

A composite of the Bureau of Labor Statistics' wholesale prices of sugar, cocoa and glucose—the three most important raw materials used in candy manufacturing—is shown at the bottom of the chart as an index of the cost of raw materials. This series serves to indicate in a rough way one adjustment that might be made in the index of sales in order to have it represent the physical volume of production. It gives no indications of gross profit margins since the changing weights of "bar and count goods" make it practically impossible to determine corresponding prices for physical units of the finished product.

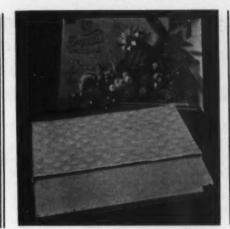
### Sales Manager

Mr. Phil Cohen has been appointed Sales Manager of The Goudey Gum Co., Boston, Mass.

Mr. Cohen has been closely associated with the confectionery business for a period of many years. His first connection was with the old H. L. Hildreth Company of Boston, whom he subsequently left to accept the Sales Managership of C. Poyet, Inc., of New York City. Several years later he became associated with the Touraine Co. of Boston and after successfully marketing their products, took over the task of developing the chocolate candy manufacturing department for the Massachusetts Chocolate Co.

In 1919 he organized his own company, The King Philip Candy Co., later becoming President of the Happiness Candy Co., where he was directly responsible for what was probably the first commercial radio broadcast in this country. The now famous team of Jones & Hare is still affectionately remembered by the radio public as "The Happiness Boys."

During his service as General Sales Manager of Park & Tilford, New York City, the Huyler Candy Company was acquired and Mr. Cohen also acted as General Sales Manager of the Wholesale Division for this company.



Flossine The Curdy Mat Supreme!

IS FOUND IN THE FAMOUS DAGGETT LINE!

The makers of this nationally known brand of chocolates use FLOSSINE to pad and beautify their fancy packages. Another great tribute to the quality and superiority of FLOSSINE.

GEORGE H. SWEETNAM, INC. 282-288 Portland St. Cambridge, Mass. Manufacturers of Confectioners' Paper Products

"SPECIALISTS IN THE PACKAGING FIELD."





## THE MANUFACTURING CONFECTIONER'S ——CLEARING HOUSE—



#### MACHINERY FOR SALE

FOR SALE—RACINE MODEL M. Die Pop Machine complete with Conveyor. Machine little used. Will sell at sacrifice. Address L-12340, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

MACHINERY FOR SALE—	-
1 Four foot Ball Cream Beat-	
er with a 220 AC volt	
motor attached\$	400.00
1 Racine Starch Printer	50.00
13 Starch Mould Boards	50.00
1 Surprise Basket Dipping	
Machine	75.00
13 Dipping Baskets	26.00
66 Dipping Boards for	
Machine	15.00
50 Dipping Boards for Hand	
Dipping	10.00
30 Starch Trays	9.00
2 Starch Tray Racks	8.00
2 Three inch Slabs 30" x 60"	20.00
1 Katsinger Gas Furnace	10.00
3 Dipping Tray Racks	15.00
1 Chocolate Cooler	9.00
Address A. J. Bloomfield, 430	Cross
Street, Ann Arbor, Michigan,	
8	

FOR SALE — ONE THOMAS Mills No. 10 Ball and Sizing Machine to make coconut balls for coconut Bonbon centers, with two rollers to make 11/16" diameter and 7%" diameter balls. Perfect condition. Used three months only. \$225.00. Chase Candy Company, St. Joseph, Missouri.

FOR SALE—1 32" GREER CHOColate Coating Machine, complete with Automatic Feeder, Bottoming Attachment. Automatic Temperature Control. Cooler and Packer. Special prices for prompt removal. Address: K-11348, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

FOR SALE—NEW TYPE BAUSman decorator No. 3 for 24" Enrober, together with many cams for different decorations and one special extension. \$2,000.00. Chase Candy Company, St. Joseph, Missouri.

#### MACHINERY FOR SALE.

FOR SALE—
Greer 24" Chocolate Coater
Kihlgren 32" Stringer
Forgrove Foil Wrapping Machine
Ferguson-Haas Caramel Wrapper
Racine Automatic Sucker Machine,
intermittent type or continuous

Bottomer, and Kihlgren Stringer for 16" Springfield Enrobers. Many other items. All rebuilt and guaranteed. Savage Brothers Co., 2638 Gladys Ave., Chicago, Illinois.

Cooling Tunnel, Automatic Feeder,

FOR SALE — COCONUT BON-Bon Center Machine Thomas Mills No. 10. Makes center 11/16" diameter with 8" diameter rollers. Never used. \$100. Chase Candy Company, St. Joseph, Missouri.

FOR SALE: KING AIR CONDItioner with ventilators and motor, cubic capacity 3,200 feet, also 100 number card time clock cheap. Address I-9343, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

ONE NATIONAL LITTLE Giant Starch Buck, \$50.00. One No. 2 National Depositor, \$100.00, f.o.b. Bryan, Ohio. Spangler Candy Company, Bryan, Ohio.

FOR SALE: A SIX-TON VILter ice machine in perfect condition, also areo cooling coil enclosed. We have 100,000 folding fancy chocolate boxes for sale at a price to interest a bargain seeker. Wm. McMurray & Company, St. Paul, Minnesota.

FOR SALE OR TRADE—1 BALL sizing machine, belt driven; 1 200-lb. Savage marshmallow beater, 1 50-lb. Day marshmallow beater, all machines are in A-1 shape. Address: 6-7346, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### MACHINERY FOR SALE

FOR SALE—FORGROVE SPEcial Hard Candy Wrapping Machine, for wrapping odd shapes in Cellophane or waxed papers, with twist ends; also Rose Toffee Wrapper, for waxed paper or Cellophane wrapping, with twist ends. Machines hardly used. Very attractive prices. Address I-9351, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

PRICE FOR REMOVAL: WE offer a large list of cream manufacturing machinery including Kettles, depositors, beaters, enrobers, bottomers and stringers, and hard candy machinery including a Burkhard Vacuum Pan, Simplex Steam Vacuum, Hildreth style puller and many other items. Write for complete list and prices. Wm. McMurray & Co., St. Paul, Minnesota.

MACHINERY FOR SALE: 1
Simplex Steam Cooker, 2 Racine
Sucker Machines and Conveyors, 1
Hohberger Waffle Machine and conveyor, 2 Continuous Cutting Machines with 4 Wheels and conveyors,
2 Steel cooling slabs 3 feet by 8 feet.
Will sacrifice for quick sale. The
Max Glick Company, Cleveland, Ohio.

FOR SALE — VACUUM FUMI-gating tank with latest improved operating machinery and safety devices. Length 15 feet; diameter 5 feet; capacity 292 cubic feet. Complete with 10 h.p., a.c. 3 cycle, 220 volt motor. This includes vacuum pump, carburetor and exhaust fan. \$1,450.00. Chase Candy Company, St. Joseph, Mo.

FOR SALE: MOST MODERN chocolate coating equipment, 24-in. and 32-in., National Equipment Enrobers, with all attachments. Wolfe Special, wide Peanut Coater, complete. Cheap prices for quick sales. Union Confectionery Machinery Co., Inc., 318 Lafayette Street, New York City, N. Y.



#### MACHINERY FOR SALE

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FOR SALE—One Model K kiss cutting and wrapping machine, good condition, with motor, \$325.00. One American taffy puller, 25-lb. capacity, \$125.00, with motor. One Thos. Mills furnace with blower and motor regulator, \$35.00. Above price cash, f. o. b. Sandusky, Ohio. John H. Sutter, 1124 First Street, Sandusky, Ohio.

FOR SALE: CHOCOLATE MELTing kettles, Werner crystal cooker, reversible caramel sizer, electric bon bon dipping tables, icing beater, starch boards and dollies, Junior enrober, nougat cutters, Savage M. M. beater, Model K. D. kiss wrapper, White caramel cutters, depositors, starch printers, Springfield steel buck, steam batch warmers, steam jacket kettles, Ball beater, cold water slabs, warehouse trucks, scales, time clock and small hand tools. The W. C. Nevin Candy Co., 1637-1647 Blake St., Denver, Colo.

FOR SALE AT SACRIFICE PRICE
—Chocolate and cocoa factory located in large Eastern city. Fully equipped with modern machinery for making highest quality of chocolate coatings and chocolate bars; also cocoa butter and cocoa powder. Carload siding; four story and basement. Very attractive. Rental or purchase arrangement on property. Address: G-8343, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WE OFFER AT LOW PRICES: Sixteen inch enrobers, chocolate melting kettles; steam copper kettles, Racine sucker machines, Simplex cookers. Consult us first for candy machinery. The Max Glick Co., Cleveland, Ohio.

### MACHINERY WANTED

WANTED — CANDY FACTORY in East or Middle West, medium size. Give full particulars of equipment, etc., and best cash price. Ad-

#### MACHINERY WANTED

dress: G-8344, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED—A MODEL "K" KISS Machine. State condition, serial number and best price. Address L-12349, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

WANTED — 1 50-QT. HOBART beater or similar machine. Address: G-7347, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### POSITION WANTED

POSITION WANTED AS SUPERintendent with modern and reliable candy or chocolate manufacturers. Thorough practical experience in all classes of candies and chocolates, such as hard candies, creams, marshmallows, bulk, bar and package chocolates, hard, soft and chocolate coated pan goods, Thoroughly caramels, fudges, etc. versed in the manufacture of coatings, molded goods, milk and vanilla chocolates, cocoa powder, etc. Understand all the latest machinery, processes, etc., and guarantee first class products at lowest cost of production. Good organizer, executive, figuring cost, best efforts and results from help. Experience of long standing. A-1 references. Address L-12342, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

POSITION WANTED BY A Plant Engineer with 20 years' experience in the chocolate and candy industry. I have been in charge of several large plants in Middle West and Eastern cities. Best references will be furnished. Married, 44 years of age, willing to go anywhere. Address: K-11343, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

#### POSITIONS WANTED

WANTED — POSITION AS A general foreman. Experienced in all types of pan work including chocolate, hard and soft goods. Can furnish best of references. Now located in Central West. Address L-12341, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED AS ENrober Operator. 16 years' experience with enrobers and handling help. Furnish A-1 references, married, 32 years old. State salary first letter. Address L-12345, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

POSITION WANTED AS SUPER-INTENDENT — Capable of taking complete charge of plant manufacturing chocolate coatings, cocoa and all kinds of solid chocolate bars, shell Easter work. Can also take charge of Chocolate Department in Candy Factory from raw bean to finished product Am an American, married and best of references. Address L-12343, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED: POSITION AS SUperintendent or working foreman. Thoroughly familiar with general line, wholesale and retail experience. Eighteen years in the candy industry. Age 36, American, married. References. Address: K-11345, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

EXPERIENCED PRACTICAL candy maker with 25 years' experience in the wholesale candy business, wants position either as superintendent or sales demonstrator, calling on manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confections and have formulas for a complete line of 5 and 10c bar goods. Services available at once. Address: J-9348, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.



## THE MANUFACTURING CONFECTIONER'S ——CLEARING HOUSE—



#### POSITIONS WANTED

FORELADY WITH ONE OF CHIcago's largest candy plants assuming full responsibility in the chocolate department for seven years. Capable of working out new ideas in both dipping and packing. Will accept a position anywhere. Address: G-7341, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED: GENeral or Assistant Management of a candy factory. Qualification: practical candy maker, factory owner, jobing and retail experience, sales manager, credit man, advertising, factory superintendent, merchandiser, originator candy formulas, office executive, Sincere, economical, efficient, active management. (Opportunity to infuse new blood into business blood stream.) Highest trade and character references. Address I-9345, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

SITUATION WANTED—BY A-1 all around retail candy maker. Long and valuable experience on general line fine retail goods. Fancy chocolates of all kinds, bon-bons, caramels, nougats, cream wafers, nut goods, brittles, hard goods, pectin jellies, rolls, fudges, counter goods, salted nuts, ice creams, frozen dainties, fountain syrups, etc. Can take complete charge of shop, buy raw materials, etc. Available January 1st to progressive retail firm. Prefer northern states. Further information Address: J-9346, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED — EXPERIenced pan man. Capable of making a full line of pan work including chocolate work. Foreman for one of the largest central west houses for twelve years. Prefer Pacific Coast. Address C-3341, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

#### POSITIONS WANTED

CREAM DEPARTMENT FOREman: I have had 25 years' experience producing quality chocolates large retail or wholesale factory. Capable of taking full charge of a medium sized factory. I am an American, can handle help successfully figure costs and a thorough knowledge of the candy business. Address I-9341, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

WANTED—PERMANENT POSItion by A-1 hard goods candy maker, also experienced in coconut, peanut and fudges. Understand cost and production, also repair and upkeep of machinery. Have had 9 years' experience in large factory and two years Manager of small concern. Will consider going anywhere if permanent. Address J-9347, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED AS WORKing Superintendent. Prefer a medium or small Midwest firm that has felt the full effects of the depression but who will cooperate fully with a man who will produce merchandise that will sell and at a price to meet competition. I am an American, age forty, married, and have 26 years' experience in large and small plant, upto-date methods and processes and can get maximum volume from your present units of equipments at a minimum cost; now employed. All letters answered and confidential. Address: B-2347, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

ARE YOU IN NEED OF A MAN with thorough knowledge of the candy business? I am American, married, thirty-five years' experience, making from pure sugar candy to the cheapest grade of chocolate creams, bon bons, marshmallows, gum work, jellies, caramel, fudge, nougat, or any kind of candy

#### POSITIONS WANTED

that you may desire. Have worked in retail stores and large plants, accustomed to large output and handling of help, and have produced some of the best sellers on the market. I have worked in capacity as forem an and superintendent in above departments for the past twenty-five years. Best of reference. Address: G-7344, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### HELP WANTED

WANTED—CANDY MAKER EXperienced on Cough Drops, etc. Single man. Address Sommers, 817 High Avenue, Sheboygan, Wisconsin.

WANTED — EXECUTIVE WITH progressive experience in and thoroughly familiar with confectionery manufacturing management. Accustomed to full responsibility for plant operations including supervision of purchasing, production. cost, shipping, receiving and credit departments, by firm doing million dollars a year, located Zone Seven. Applicant should have acquaintanceship and good standing in industry. Application must include information as to past and present connections, whether general line or specialty manufacture, outlining responsibilities and remuneration experienced in each and also at present desired, and other information that will assist in making right selection: age, religion, nationality, family, etc. Address: K-11349, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED: A THOROUGHLY experienced Enrober Operator. Give qualifications, experience, salary expected, age and any other details you wish. Address K-11340 care of The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.



#### HELP WANTED

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WANTED: HIGH GRADE LIcorice man experienced in making licorice plug, whips, tubes, lozenges, etc. Must understand modern methods and equipment. Give experience fully. References. Address: K-11344, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

WANTED — MARSHMALLOW Maker. Must understand modern methods of making White Marshmallows. Good position, steady work by an Eastern concern. Replies strictly confidential. Address: J-9344, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### SALES REPRESENTATIVES

SALESMEN—WHO COVER THE Western States for a line of Paraffine Novelties. Address L-12346, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

REPRESENTATIVE COVERING the middle west selling the retail trade popular priced line of package and bulk chocolates wishes to make a permanent connection. Six years with last company. Address: K-11346, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

SALESMEN WANTED — WE have some good territory open for Reliable Men. The Max Glick Company, Cleveland, Ohio.

MANUFACTURERS. A T T E Ntion! The Kansas City Candy Club
of Kansas City, with over 25 members, all selling candy in Kansas City
and territory comprising Missouri,
Kansas, Oklahoma, Iowa and Nebraska, request those who are looking
for representation in this market to
write: Secretary C. Ray Franklin,
3701 Broadway, Kansas City, Missouri, who can place you in touch with
salesmen who will give your line service.

#### SALES REPRESENTATIVES

SALESMEN WANTED — TO sell extracts to candy manufacturers commission basis; only those with experience need apply. Address L-12347, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

WANTED: CANDY BROKERS TO sell in all states, who are now selling jobbers. New Hot Item. Answer in detail, describing what territory now covering, and what lines you are now representing. Address: K-11342, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

WANTED: CANDY SALES MANager. Must be an able merchandiser. In active contact with chain and syndicate business. Also well acquainted with the candy jobbing trade. Write immediately giving full information and references. Address: K-11341, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

WANTED — LIVE BROKER with non-conflicting line to represent new Chicago candy factory specializing in popular price line of very fancy assorted Chocolate Packages and the finest one-pound Maraschino Cherry package on the market. Replies must give details of territory you travel and who you are representing. Address: J-9345, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

### MISCELLANEOUS

FOR SALE OR LEASE—SMALL modern candy factory equipped for general line of hard candy, cream, gum and chocolate work, kisses, salted peanuts and peanut butter. Twenty-five thousand square feet of floor space, going business, volume \$200,000.00; located northern New England. Address: J-9350, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### MISCELLANEOUS

FOR RENT — AIR - CONDItioned Mfg. Space in modern, fire-proof building at 1929 S. Halsted St., Chicago. Five floors of 6,700 sq. ft. ea. 50-ton ice machine; auto, elect. frt. & pass. elevators; Triple-glass windows; tile wainscoting. For details, 'phone or write Mr. D. C. Snyder of Baird & Warner, Inc., 134 South La Salle St., Chicago. Phone: Central 1855.

FOR SALE — WELL EQUIPPED, including refrigeration, small candy factory, established 30 years. Only one in large Wisconsin town. Has more business than we can handle. Inventory \$12,000. Sell for \$8,000, half cash. Address L-12348, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

NEW PROCESS FOR MANUFACturing Licorice goods, and special machine for depositing drops making pellets and Licorice Whistles, has been developed by practical Licorice man. Will sell or lease patent rights. Address L-12344, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

WANTED: CANDY FACTORY.
Want to buy small candy factory in
the Middle West, near Chicago, Milwaukee or St. Louis. Give full particulars when answering. Address:
F-6343 % The Manufacturing Confectioner Pub. Co., 1140 Merchandise
Mart, Chicago, Illinois.

FOR SALE — TWO STORY AND basement modern candy factory located in middle western city of 35,000 population. Long established business. Fully equipped for the manufacture of chocolate bars and hard candy. Now in operation. Price attractive. Address: F-6345, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Illinois.

WANTED—MEDIUM SIZE FACtory equipped with several Enrobers and Mogul equipment. Willing to invest in good business, or purchase outright. Please advise details. Address G-7350, % The Manufacturing Confectionery Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

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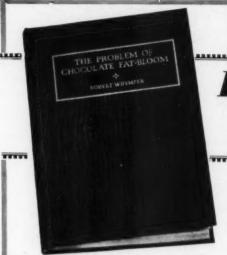
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